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01/13/2006 05:03 PM

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CLC\_D21\_CRP\_Comments on NPRM 2005-28\_APPENDIX V.pdf

# **APPENDIX V**

## **2003–04 Congressional Race Advertising**

2004 POLITICAL ADS

## Tax Cuts, Gun Rights Top Murkowski Record

By [Gwen Glazer](#), NationalJournal.com

© National Journal Group Inc.

Friday, April 16, 2004

Acknowledging that "some people question" how she became a senator, [Lisa Murkowski](#), R-Alaska, sets out to defend her record in two new ads.

Murkowski -- tapped by her father, Gov. [Frank Murkowski](#), to fill his Senate seat in December 2002 -- begins her latest TV spot, "Fighting," by telling viewers she wants to show those who questioned her appointment what she can do. An announcer says Murkowski "supported **President Bush's** tax cuts and voted against 1.4 trillion dollars in budget increases." The ad continues by noting the senator "voted to protect the Second Amendment" and advocated improving highways and opening the Arctic National Wildlife Refuge for drilling.

A longer radio ad, "One Nation," elaborates on her accomplishments. In the spot, she again touts her support for tax cuts and the Second Amendment, as well as a [Constitutional amendment](#) to ban flag-burning that she co-sponsored. She also refers to [S.Res. 71](#), a bill she introduced expressing support for the Pledge of Allegiance: "We are one nation under God. I wrote legislation to defend that phrase in the pledge, and if I need to, I'll do it again."

Murkowski's campaign announced the radio spot Tuesday, but could not be reached for comment on the duration or cost of the buy. McCarthy Marcus Hennings produced the spots.

Former state Sen. **Mike Miller** announced Wednesday that he will challenge Murkowski in the [Aug. 24](#) primary.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Fighting" (TV)

**LISA MURKOWSKI:** Some people question how I became your senator. I set out to show them what I can do.



[Click Here To See  
RealVideo™ Of  
"Fighting"](#)



[Click Here To  
Hear RealAudio™  
Of "One Nation"](#)

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**ANNOUNCER** [v/o]: Lisa Murkowski. She supported President Bush's tax cuts and voted against 1.4 trillion dollars in budget increases. She voted to protect the Second Amendment from being weakened. And Lisa is fighting to improve our highways, open ANWR and build a gas pipeline to help create the good jobs our kids need to make their futures here. Senator Lisa Murkowski.

*(On screen: Approved By Lisa Murkowski And Paid For By Lisa Murkowski For U.S. Senate)*

**LISA MURKOWSKI:** I'm Lisa Murkowski, and I approved this message.

### **Script of "One Nation" (Radio)**

**LISA MURKOWSKI:** What does fighting for Alaska mean? For me, it means fighting for our Alaska values.

This is Senator Lisa Murkowski. I co-sponsored an amendment to ban flag-burning, because the sacrifices our veterans made defending that flag makes it the right thing to do.

I supported President Bush's tax cuts, because Alaska families deserve to keep more of their hard-earned dollars. I voted against 1.4 trillion dollars in budget increases, because if Alaska families must control their spending, the government should as well.

The U.S. Chamber of Commerce endorsed me because I am fighting to create jobs here in Alaska, and the National Rifle Association endorsed me because I fought to protect the Second Amendment.

We are one nation under God. I wrote legislation to defend that phrase in the pledge, and if I need to, I'll do it again.

I'm Lisa Murkowski, and I approved this message because I fight every day for Alaska's values.

Paid for by Lisa Murkowski for U.S. Senate.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## **Murkowski Stresses Hometown Advantage**

By [Gwen Glazer](#), NationalJournal.com

© National Journal Group Inc.

Thursday, April 8, 2004



[Click Here To See  
RealVideo™ Of  
"Born Here"](#)

Sen. [Lisa Murkowski](#) (R) promotes her personal connection to Alaska in a new TV ad released this week.

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"Born Here" opens with an American flag superimposed on an Alaskan mountain as an announcer says that, out of Alaska's six U.S. senators, Murkowski is "the first one born here." The ad shows the senator speaking to constituents as the voice says Murkowski was "raised in towns all across our state," which are delineated with red stars on a map of Alaska. The spot concludes with video clips of Murkowski, her husband and her two sons playing with puppies and wearing ski clothes as she says she is "blessed" both with her family "and a great job fighting for Alaska."

**Elliott Bundy**, Murkowski's deputy press secretary, said the ads began running Wednesday throughout the state and will continue for 10 days. He had no comment on the cost of the buy. McCarthy Marcus Hennings produced the spots.

Two of Murkowski's [previous ads](#) focus on her support for a natural-gas pipeline and her proposed reform to the No Child Left Behind Act. She is expected to face former state Sen. **Mike Miller** (R) in the [Aug. 24 primary](#) and former Gov. **Tony Knowles** (D) in November.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Born Here" (TV)**

**ANNOUNCER** [v/o]: Alaska has had six U.S. senators, but the first one born here is Lisa Murkowski. Lisa was born in Ketchikan and raised in towns all across our state.

*(On screen: Childhood photos of Murkowski; 3rd Generation Alaskan; Map of Alaska showing cities: Ketchikan, Wrangell, Juneau, Anchorage, Fairbanks)*

With a long background in community service, Lisa was elected State House Republican leader.

*(On screen: Elected House Majority Leader)*

With courage and a fighting spirit, she gets real results for Alaska.

**LISA MURKOWSKI:** I'm blessed with a loving and supportive husband, two boys who ski way faster than I do and a great job fighting for Alaska. I'm Lisa Murkowski, and I approved this message.

*(On screen: Lisa Murkowski; U.S. Senate; Approved By Lisa Murkowski And Paid For By Lisa Murkowski For U.S. Senate)*

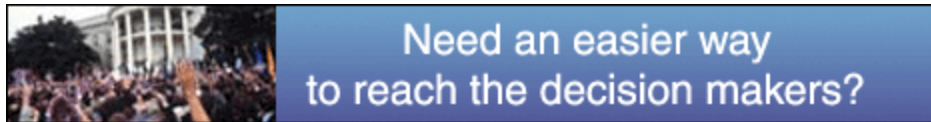
To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

## **Murkowski Plugs Pipeline, Education Reform**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Feb. 18, 2004

Sen. [Lisa Murkowski](#) (R) is on the air throughout Alaska touting her work on both energy and education.

In two 60-second radio spots, Murkowski describes how federal plans are affecting the state. In an titled "Pipeline," Murkowski relates the importance of "companies moving forward on the natural gas pipeline," a project that "could mean up to \$50 billion for Alaska." Murkowski then describes "several key Senate provisions" she is working on related to the effort, such as "an \$18 billion federal loan guarantee in tax incentives" and a call "for the right of each Alaskan to buy shares of the gas pipeline."

In "Long Ways," Murkowski talks about education reform, saying that Washington bureaucrats "don't always know what's best" for Alaska. The [No Child Left Behind Act](#) is "well-intentioned," Murkowski says, but "the one-size-fits-all approach doesn't always work here." To work around this, she is "fighting for more flexibility" and has "worked with three Cabinet secretaries to create the Alaska Project" to "provide a safe, stable learning environment and improve rural teacher housing."

A Murkowski campaign spokesman said that "Pipeline" went on the air statewide Feb. 9 and was replaced by "Long Ways" on Monday. The campaign is spending approximately \$13,000 per week to run the ads, which were produced by McCarthy Marcus Hennings.

In November, the U.S. Chamber of Commerce ran a [TV ad](#) praising Murkowski's early legislative efforts. That spot also mentioned energy issues.

The *Cook Political Report* has [rated](#) this [race](#) as a toss up. Former Gov. **Tony Knowles** (D) is expected to be the Democratic nominee.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Pipeline" (Radio)**

**LISA MURKOWSKI:** Energy is critical to Alaska. That's why the recent news about companies moving forward on the natural gas pipeline is so great. This is Senator Lisa



[Click Here To  
Hear RealAudio™  
Of "Pipeline"](#)

[Click Here To  
Hear RealAudio™  
Of "Long Ways"](#)

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[Tip Sheet](#)



Murkowski. Building the gas pipeline could mean up to \$50 billion for Alaska -- more money in the permanent fund and new high-paying jobs.

I'm fighting for several key Senate provisions to help get this project going. First, an \$18 billion federal loan guarantee in tax incentives to bring down its cost. Second, language giving the All Alaska LNG project the same tax and loan guarantee treatment as the highway route because that's what many Alaskans asked for. Third, language calling for the right of each Alaskan to buy shares of the gas pipeline, meaning you and your kids, your neighbors and friends, would have a say in how it's run.

I'm Lisa Murkowski, and I approve this message because we've been dreaming about building the gas pipeline for decades. It's time to get it done.

Paid for by Lisa Murkowski for U.S. Senate.

### Script of "Long Ways" (Radio)

**LISA MURKOWSKI:** Washington, D.C., is a long ways from Tuntutuliak, and D.C. bureaucrats don't always know what's best for us here in Alaska. I know that's especially true in educating our kids. This is Senator Lisa Murkowski. No Child Left Behind is the new federal law that places national standards in schools, and though well-intentioned, the one-size-fits-all approach doesn't always work here.

That's why I'm fighting for more flexibility in implementing No Child Left Behind. I brought the secretary of Education to Alaska to see our challenges firsthand. He saw how top-down, inflexible federal laws can hurt Alaska. I worked with three Cabinet secretaries to create the Alaska Project, to improve our education standards, provide a safe, stable learning environment and improve rural teacher housing.

I'm Lisa Murkowski, and I approve this message, and I'll keep fighting for accountability, flexibility, fairness and the best possible education for Alaska's kids.

Paid for by Lisa Murkowski for U.S. Senate.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Chamber Praises Murkowski's Efforts

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Tuesday, Nov. 25, 2003



[Click Here To See  
RealVideo™ Of  
"Fighting"](#)

Although she has not officially announced her candidacy for 2004, Sen. [Lisa Murkowski](#), R-Alaska, recently got an on-air boost for her early legislative efforts in Washington.

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Race**  
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"Alaskans are hurting," a new U.S. Chamber of Commerce ad says, but Alaskans "have a fresh, experienced face fighting" on their behalf in Washington. The announcer says that Murkowski's "knowledge of Alaska" can help stave off threats to the state's interests. Given the senator's Anchorage office number, viewers are encouraged to call Murkowski and "thank her for fighting for Alaska jobs."

The announcer also specifically mentions Murkowski's support of the 2003 Energy Policy Act ([H.R. 6](#)), which includes a policy to allow oil drilling in a portion of the Alaska National Wildlife Refuge. On Friday, bill supporters [failed to achieve](#) the 60-vote minimum necessary to end legislative debate and force a floor vote, though Senate Majority Leader [Bill Frist](#), R-Tenn., has promised additional attempts.

A Chamber of Commerce spokesman said that "Fighting" debuted Nov. 18 in the Fairbanks, Juneau and Anchorage media markets and will remain on the air through Wednesday. The Wolf Agency, a Dallas-based media firm, produced the ad.

The ad never directly asks viewers to vote for Murkowski in the [2004 election](#).

Murkowski was appointed by her father, Gov. [Frank Murkowski](#) (R), to serve out the remainder of his term after he was [elected](#) in 2002.

This race has been [rated](#) a toss up by the *Cook Political Report*. While there are a few other candidates in the mix on both sides, an [Ivan Moore Research \(D\)/KTUU-TV poll](#) conducted earlier this month showed Murkowski and former Gov. **Tony Knowles** (D) neck and neck in a general election matchup. Murkowski's one-point lead was well within the poll's +/- 4.4 percent margin of error.

This is not the first Chamber ad on the energy issue. In 2002, Chamber of Commerce President **Tom Donohue** appeared with Teamsters President **James Hoffa** in an Alliance for Energy and Economic Growth [radio ad](#), urging listeners to call their senator and "ask them to join business and labor organizations in support of" a "comprehensive" energy plan.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Fighting" (TV)

**ANNOUNCER** [v/o]: Alaskans are hurting. Unemployment, taxes.

But in Washington, we have a fresh, experienced face fighting for jobs, a better economy, lower taxes and the individual liberty we love. Senator Lisa Murkowski.

Some are trying to stop progress and stop ANWR, but Lisa Murkowski brings her knowledge of Alaska to Washington, so she can fight those who want to impose their agenda on our land. Call Lisa Murkowski. Thank her for fighting for Alaska jobs.

*(On screen: Call Lisa Murkowski; 907-271-3735; Paid For By The U.S. Chamber Of Commerce)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## **Miles Promotes Roles As Soldier, Teacher**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Oct. 7, 2003



[Click Here To See  
RealVideo™ Of  
"Intro"](#)

Former educator and diplomat **Mike Miles** (D) began airing his first Senate campaign ad recently, showing off his diverse résumé and touting himself as "Colorado's candidate" for the U.S. Senate.

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As images of Miles appear on screen, the ad tells viewers that "once in a generation, a leader emerges." Noting that the candidate is a West Point graduate and former Army Ranger "trained in counter terrorism," an announcer states that Miles also "raised student achievement at a failing school" and "helped promote democracy as a diplomat to Poland and Russia."

The ad then directs viewers to Miles' [Web site](#), which goes into lengthy detail about Miles' military, diplomatic, education and community service experience.

Miles told NationalJournal.com that "Intro" began running on Denver's three major network stations on Sept. 22. **Jonathan Watts**, an NYU Film School graduate and former pupil of Miles', produced the spot for the campaign.

Incumbent [Ben Nighthorse Campbell](#) (R) has said he plans to seek a third term. Miles is one of two Democrats to announce their intent to challenge Campbell; Colorado Democrats have continued to woo higher-profile politicians into the race. The *Cook Political Report* has [rated this seat](#) as a likely Republican win in 2004.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Intro" (TV)**

*(On screen: image of Mike Miles; Authorized by Mike Miles, Colorado's candidate for U.S. Senate)*

**MIKE MILES** [v/o]: I'm Mike Miles, and I authorize the following message.

**ANNOUNCER** [v/o]: Once in a generation, a leader emerges. Mike Miles, Colorado's candidate for U.S. Senate.

*(On screen: mikemiles4senate.com)*

Mike Miles led a team of Rangers trained in counter terrorism. Mike Miles raised student achievement at a failing school. Mike Miles helped promote democracy as a diplomat to Poland and Russia.

Mike Miles, Colorado's candidate for U.S. Senate.

*(On screen: Paid for by the Mike Miles for Senate Committee)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

## Group Questions Martinez's Allegiance

By [Meg Kinnard](#), NationalJournal.com

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Wednesday, March 31, 2004

People for a Better Florida, a health care-related non-profit organization, went on the air this week with a radio spot accusing one of the Sunshine State's Senate contenders of being "on the wrong side" of the medical liability reform debate.

In the 60-second ad, a man and woman discuss a story that the man, "Charlie," supposedly read in that day's newspaper. He tells an unnamed female character that "only one of the serious candidates" in the GOP primary "refuses to support [President Bush](#) on stopping the greedy trial lawyers from chasing good doctors right out of Florida." That candidate, he continues, is former Housing and Urban Development Secretary **Mel Martinez**, a past president of the Florida Academy of Trial Lawyers, the "largest contributor to the Florida Democrat Party."

"Charlie" goes on to say that Martinez "has personally given thousands of dollars" of his own money "to the Democrat Party and top Democrat senators." When the female voice recaps in disbelief what she just heard, "Charlie" says, "Ain't that a kick in the head?" A third voice asks listeners to call Martinez "and tell him you support medical liability reform."

New York City-based Sheinkopf Communications Ltd., a collaborator on former President **Bill Clinton**'s campaign ads, produced the spot, which began running this week throughout Florida.

The group's [Web site](#) stresses that People for a Better Florida "is a broad-based, pro-consumer organization dedicated to elevating the discussion of public policy issues of importance to Floridians" and is "not engaged in activities that expressly advocate the election or defeat of a candidate for public office."

The group's Web site includes no contact phone number, and an employee of Sheinkopf Communications said that the non-profit would not be fielding calls regarding this ad.

Martinez and a bevy of other Republican contenders will duke it out in the [Aug. 31 primary](#).



[Click Here To Hear RealAudio™ Of "Kick in the Head"](#)

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[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Kick in the Head" (Radio)

**FEMALE ANNOUNCER:** So, what do I need to know from today's paper, Charlie?

**CHARLIE:** Well, says here only one of the serious candidates in the Republican Senate primary race refuses to support President Bush on stopping the greedy trial lawyers from chasing good doctors right out of Florida.

**FEMALE ANNOUNCER:** Okay, I'll bite. Which one is it?

**CHARLIE:** It's Mel Martinez, on the wrong side of this thing. Get this: Martinez used to be president of the Florida trial lawyers, which is the largest contributor to the Florida Democrat Party.

**FEMALE ANNOUNCER:** No kidding?

**CHARLIE:** That's right. And Martinez has personally given thousands of dollars -- we're talking his own money here -- to the Democrat Party and top Democrat senators.

**FEMALE ANNOUNCER:** So, let me get this straight now. Mel Martinez wants to be the GOP candidate for U.S. Senate, but he opposes the president on medical lawsuit reform, and he's been writing checks to help elect the friends of the trial lawyers to Congress?

**CHARLIE:** Ain't that a kick in the head?

**MALE ANNOUNCER:** Call Mel Martinez at 407-897-3130 and tell him you support medical liability reform. Paid for by People for a Better Florida.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## Cain Takes Stand Against Gay Marriage

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, March 16, 2004



[Click Here To  
Hear RealAudio™  
Of "Marriage"](#)

In a recent radio spot for his [Georgia Senate](#) bid, businessman **Herman Cain** (R) says that "liberal judges all over" are "trying to change our culture for the worse" by supporting gay marriage.

"Seems like every day, another liberal judge issues a ruling that undermines the moral foundation of our country," Cain tells listeners in "Marriage," adding that "taking prayer out of schools" and putting the Ten Commandments "out of sight" are past examples of this trend.

**More On This  
Race**  
[Previous Ads](#)  
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Cain urges "good people to speak out" in the gay marriage debate and says that "strong marriages between a man and a woman are the foundation of strong families, and if we don't have strong families, we can't have a strong nation." It is up to the Senate to "protect the institution of the family," he concludes, pledging to do his part if elected.

According to campaign press secretary **Nicole Barry**, "Marriage" began airing on March 1. A March 8 campaign press release noted that Cain declined a request from the Georgia Log Cabin Republicans to remove the ad from the airwaves. On Thursday, the national Log Cabin Republicans launched their first-ever [TV ad](#) campaign, criticizing [President Bush](#)'s call for a constitutional amendment to ban gay marriage.

Todd & Castellanos Creative Group produced the ad.

In his "common sense" [TV ad series](#), Cain has discussed issues like taxes, foreign policy and the budget.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Marriage" (Radio)

**ANNOUNCER:** Herman Cain talks sense, and now, Republican businessman Herman Cain

**HERMAN CAIN:** Seems like every day, another liberal judge issues a ruling that undermines the moral foundation of our country. First it was taking prayer out of schools. Then they wanted to put the Ten Commandments out of sight. Now, gay marriage.

And the problem's not just in San Francisco and Massachusetts. There are liberal judges all over, trying to change our culture for the worse. It's time for good people to speak out.

If we compromise our moral foundation, our country will be totally adrift, like a ship without a compass. Strong marriages between a man and a woman are the foundation of strong families, and if we don't have strong families, we can't have a strong nation. Our United States Senate must protect the institution of the family. And as Georgia's senator, I will.

That's my message. I'm Herman Cain.

**ANNOUNCER:** Herman Cain talks sense.

**HERMAN CAIN:** Paid for by Cain for U.S. Senate.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## **Cain Invokes Grandfather's Wisdom**

By [Gwen Glazer](#), NationalJournal.com

© National Journal Group Inc.

Thursday, March 11, 2004

Georgia businessman **Herman Cain** (R) uses an old-fashioned family aphorism to explain his budget proposal in his latest Senate campaign ad.

In the ad, titled "Wagon," Cain uses a quote from his grandfather to illustrate his plan for cutting government expenses: "Them that's going, get on the wagon. Them that ain't, get out of the way." Cain tells viewers he wants to share this message with "Washington politicians today." He concludes the spot by calling for a 7 percent reduction in non-defense spending as a means to "get back on the road to a balanced budget."

Campaign spokeswoman **Nicole Barry** said the ads began airing Monday and will run statewide until the [July 20 GOP primary](#). Barry said she had no estimate on the amount of the buy. Todd & Castellanos Creative Group is Cain's media consultant.

"Wagon" is the sixth in Cain's [series](#) of "common sense" TV ads, which have focused on a variety of topics, including taxes and the war in Iraq.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Wagon" (TV)**

**ANNOUNCER** [v/o]: Herman Cain talks sense.

*(On screen: Herman Cain)*

**HERMAN CAIN** [to camera]: When my grandfather hitched his mules to that old wagon to go to town, he'd say: "Them that's going, get on the wagon. Them that ain't, get out of the way."

*(On screen: "Them that's going, get on the wagon. Them that ain't, get out of the way." -- Grandpa Cain)*

That's my message for Washington politicians today.



[Click Here To See  
RealVideo™ Of  
"Wagon"](#)

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Race**  
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We need a 7 percent cut in all non-defense government spending, so we can get back on the road to a balanced budget.

Them that's going, get on the wagon. Them that ain't, get out of the way.

That's my message. I'm Herman Cain.

*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2004 POLITICAL ADS

## Cain Shares Beliefs On 'Right And Wrong'

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Thursday, March 4, 2004



[Click Here To See  
RealVideo™ Of "I  
Believe"](#)

Georgia businessman **Herman Cain** (R) shares some of his personal beliefs with viewers in his fifth Georgia Senate campaign ad.

"I believe in life from conception," Cain says to open the 30-second TV spot. He goes on to say, "I believe in liberty and justice for all, under God," adding, "And I hope the ACLU is listening." Cain also says he believes that "there's a clear difference between right and wrong, and we need more leaders like **President Bush** willing to say so."

**More On This  
Race**  
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[Tip Sheet](#)

A campaign spokeswoman said that "I Believe" went on the air statewide on Monday. Todd & Castellanos Creative Group has produced all of Cain's [television ads](#), on topics such as taxes, the war in Iraq and balancing the federal budget.

So far, several other candidates -- including Reps. [Mac Collins](#) (R) and [Johnny Isakson](#) (R) -- have announced their candidacy for the [July 20 GOP primary](#).

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "I Believe" (TV)

**ANNOUNCER** [v/o]: Herman Cain talks sense.

**HERMAN CAIN**: Who is Herman Cain? Well, I'm a believer. I believe in life from conception. I believe in liberty and justice for all, under God -- and I hope the ACLU is listening. I believe there's a clear difference between right and wrong, and we need more leaders like President Bush willing to say so.

*(On screen: The Right Values for America)*

Conservative? You bet. I call it common sense. That's my message. I'm Herman Cain.

*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

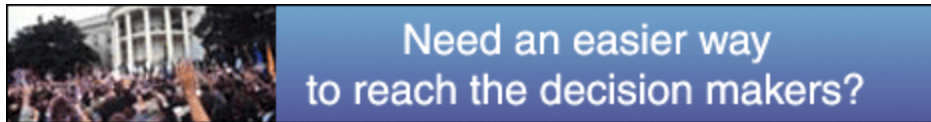
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2004 POLITICAL ADS

## To Cain, Balanced Budget Is Worth Pay Cuts

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Feb. 24, 2004



[Click Here To See  
RealVideo™ Of  
"Balanced Budget"](#)

In his latest Senate campaign ad, Georgia businessman **Herman Cain** (R) says that lawmakers should be docked portions of their own salaries unless the federal budget is balanced.

"Doesn't Congress have a responsibility to send President Bush a balanced federal budget?" Cain says in "Balanced Budget," the fourth in his [series](#) of "common sense" TV ads. Saying that "professional politicians in Washington and some Republicans aren't even trying" to fix the problem, Cain calls himself "a professional problem-solver" and suggests that the government "cut the salaries of senators and congressmen 10 percent until they balance the budget."

**More On This  
Race**  
[Previous Ads](#)  
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According to a campaign press release, "Balanced Budget" went on the air statewide on Monday. Todd & Castellanos Creative Group is Cain's media consultant.

Cain will compete with several other Republicans, including Reps. [Mac Collins](#) (R) and [Johnny Isakson](#) (R), in the [July 20 primary](#).

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Balanced Budget" (TV)

**ANNOUNCER** [v/o]: Herman Cain talks sense.

**HERMAN CAIN**: Doesn't Congress have a responsibility to send President Bush a balanced federal budget? The professional politicians in Washington and some Republicans aren't even trying.

*(On screen: Herman Cain)*

I'm not a professional politician. I'm a professional problem-solver, and I believe we should cut the salaries of senators and congressmen 10 percent until they balance the budget.

I call that conservative common sense. That's my message. I'm Herman Cain.



*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## **Cain Pushes 'Common-Sense' Conservatism**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Feb. 4, 2004

Businessman **Herman Cain** (R) recently began airing ads for his [Georgia Senate bid](#), emphasizing his "common-sense" conservative approach to Iraq, taxes and the Pledge of Allegiance.

Cain opens the first ad by saying "the Hollywood crowd is attacking" **President Bush** Referencing the U.S.-led war in Iraq, Cain says some people "seem pretty angry" that Bush "didn't ask permission from France to defend our country." Cain then says he believes "we should support our troops and our president."

Cain addresses the tax system in the ad, "Start Over," telling viewers the tax code is "an eight-million-word mess." He says America should "scrap the tax code and shut down the IRS," replacing it with a "fair and simple" system. "And while we are at it," Cain asks, "why not replace the professional politicians who made the mess?"

The third ad, "Pledge," focuses on Cain's belief that "liberal judges shouldn't take the words 'under God' out of our Pledge of Allegiance." Cain says he supports "a constitutional amendment to guarantee we remain 'one nation under God.'"

Cain closes each spot by saying that his ideas might be conservative, but to him, they're just "common sense."

Campaign spokeswoman **Nicole Barry** said the three spots debuted Monday on cable stations throughout Georgia and were created by the Todd & Castellanos Creative Group, a spinoff of National Media.

Last January, Sen. [Zell Miller](#), D-Ga., announced he would not seek re-election. Almost immediately, Rep. [Mac Collins](#) (R) launched his candidacy, with Rep. [Johnny Isakson](#) (R) following suit in May. Several Democrats also are exploring bids.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Hollywood" (TV)**



[Click Here To See RealVideo™ Of "Hollywood"](#)

[Click Here To See RealVideo™ Of "Start Over"](#)

[Click Here To See RealVideo™ Of "Pledge"](#)

**More On This Race**

[Latest Polls](#)  
[Tip Sheet](#)

**ANNOUNCER** [v/o]: Herman Cain talks sense.

**HERMAN CAIN** [to camera]: The Hollywood crowd is attacking our president. They seem pretty angry that President Bush didn't ask permission from France to defend our country.

*(On screen: Herman Cain)*

Angry he dug Saddam Hussein out of a hole and put him in jail. Angry he's fighting the war on terror abroad to keep us safe here at home. I believe we should support our troops and our president.

It's conservative common sense. That's my message. I'm Herman Cain.

*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

### Script of "Start Over" (TV)

**ANNOUNCER** [v/o]: Herman Cain talks sense.

**HERMAN CAIN** [to camera]: The United States Tax Code. It's an eight-million-word mess. But we can fix it in two words: Start over. Scrap the tax code and shut down the IRS. Replace it with a new tax system that's fair and simple. And while we are at it, why not replace the professional politicians who made the mess?

Conservative? You bet. To me, it's common sense. That's my message. I'm Herman Cain.

*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

### Script of "Pledge" (TV)

**ANNOUNCER** [v/o]: Herman Cain talks sense.

**HERMAN CAIN** [to camera]: If you ask, Who is Herman Cain? I'd say I'm a believer. I believe liberal judges shouldn't take the words "under God" out of our Pledge of Allegiance.

*(On screen: Don't Take Under God out of Pledge of Allegiance)*

If they do, I believe we should put 'em back. I believe that we need a constitutional amendment to guarantee we remain "one nation under God."

Conservative? You bet. To me, it's common sense. That's my message. I'm Herman Cain.

*(On screen: Republican Herman Cain; U.S. Senate; Paid For By Cain For U.S. Senate. This Message Approved By Herman Cain.)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Chico Touts Education Credentials

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Wednesday, Nov. 12, 2003



[Click Here To See  
RealVideo™ Of  
"Education"](#)

A new TV spot from Illinois Senate hopeful **Gery Chico** (D) highlights both the candidate's experience in the Chicago school system and his support from prominent education officials.

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Race**  
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[Latest Polls](#)  
[Tip Sheet](#)

As president of the Chicago School Board, Chico improved "the worst school system in the nation," an announcer says. Words on screen quote Clinton Education Secretary **Richard Riley**, calling Chico's results a "model for this country." Chico then recalls his tenure, saying, "We raised test scores, built more than eleven-hundred new classrooms, creating thousands of jobs. A *Chicago Tribune* quote also references Chico's "guts" and "results" in the improvements.

The 30-second TV spot also features former Chicago Public schools CEO **Paul Vallas** as the announcer notes that the former gubernatorial candidate has called Chico "the most qualified" individual to become the state's next senator.

Chico for Senate communications director **Samantha Anderson** said that "Education" began airing Tuesday on broadcast networks in Chicago and would remain on the air throughout the month in a "significant" buy. Chicago-based Adelstein & Associates and Shrum Devine & Donilon are the campaign's media consultants.

Chico's [previous campaign ads](#) have also featured his plans for education reform.

A recent [Market Shares](#) poll showed Chico placing fourth in the field of Democratic primary candidates. Several other contenders have also been [on the air](#) in this race, [rated](#) by the *Cook Political Report* as a toss up.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Education" (TV)

**ANNOUNCER** [v/o]: Gery Chico. Hailed for turning the worst school system in the nation into a model for this country.

*(On screen: "Model for this Country" -- Clinton's Secretary of Education Richard Riley)*

**GERY CHICO:** When I was president of the Chicago School Board, we raised test scores, built more than eleven-hundred new classrooms, creating thousands of jobs.

*(On screen: Gery Chico for U.S. Senate; gerychicoforsenate.com)*

The *Tribune* writes, Chico brought guts and results to struggling schools.

*(On screen: Chicago Tribune masthead; Gery Chico: "guts"; "results" -- Chicago Tribune, 5/27/01)*

And former schools chief Paul Vallas says Chico is by far the most qualified individual to be senator.

*(On screen: "Chico is the most qualified." -- Paul Vallas)*

**GERY CHICO:** I'm Gery Chico, and I approve this message. In the United States Senate, I'll fight for education.

*(On screen: Chico for Senate; Paid for by the Gery Chico for Senate Campaign Committee)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2003 POLITICAL ADS

## Hynes Wants Nation Building At Home

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Nov. 4, 2003



[Click Here To See  
RealVideo™ Of  
"Promise"](#)

Illinois Comptroller **Dan Hynes'** (D) first Senate ad, which he released last week, takes issue with "American resources spent overseas when we have the same needs here at home."

Hynes begins the ad by talking about "America's promise -- work hard, play by the rules and your family gets ahead." Calling that "a promise Washington has failed to keep," Hynes then underscores the competing needs between Americans and Iraqis. "If building schools, roads and hospitals is right for Iraq, then it's right for America, too," he says.

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Race**  
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Dixon/Davis Media Group produced the spot, which began airing statewide on Oct. 27.

Hynes joins attorney **Gery Chico** (D) and businessman **Blair Hull** (D) [on the air](#). The latest [Chicago Tribune/WGN poll](#) shows Hynes placing second among the likely Democratic candidates, although nearly half of those surveyed remain undecided. The *Cook Political Report* has [rated](#) this contest as a toss up.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Promise " (TV)

*(On screen: Dan Hynes, Democrat For U.S. Senate; Paid For By Dan Hynes For Senate)*

**DAN HYNES:** It's America's promise -- work hard, play by the rules and your family gets ahead. But today it's a promise Washington has failed to keep.

Bad trade deals that cost us a million jobs. American resources spent overseas when we have the same needs here at home.

Well, I say, if building schools, roads and hospitals is right for Iraq, then it's right for America, too.

I'm Dan Hynes. I approved this message, and as your United States senator you can count on me to keep America's promise.

*(On screen: Dan Hynes For Senate; American Can Work Again; [www.danhynes.com](http://www.danhynes.com); Dan Hynes Democrat For U.S. Senate Approved This Ad)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## McKenna Plugs Family, Business Tax Credits

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Monday, Oct. 27, 2003



[Click Here To See  
RealVideo™ Of  
"Family"](#)

In two new television commercials, Illinois businessman and Senate hopeful **Andy McKenna** (R) aims to stand out in an already crowded [GOP field](#), airing his positions on family values and economic revival.

[Click Here To See  
RealVideo™ Of  
"Economy"](#)

In "Family," McKenna and his wife, **Mary**, trade off talking to the camera about issues affecting families and how McKenna proposes to address them. Mary says that her husband "really wants to help people," and that her "very traditional" family "believes in good, honest family values." The candidate, meanwhile, says "we ought to get rid of the marriage penalty tax altogether" and advocates giving parents a tax credit "so they do get more involved" in their children's education.

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In "Business," McKenna says he'll "put an end to frivolous lawsuits," and proposes requiring government "to buy products made here in America." McKenna closes the spot by pledging to "be a senator who fights for jobs."

Smith & Harroff is McKenna's media consultant. A spokesman for the McKenna said that both spots went on the air statewide Oct. 22 in an open-ended buy. Several other Republicans and Democrats have been [on the air](#) throughout Illinois since June.

A recent [Public Opinion Strategies \(R\) poll](#) showed businessman **Jack Ryan** (R) leading the GOP primary pack with 35 percent, and McKenna tied for fourth place with 2 percent. The *Cook Political Report* has [rated](#) this race as a toss up.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Family" (TV)

*(On screen: Andy McKenna)*

**ANDY McKENNA:** We have an obligation to leave a more secure and more prosperous America.

*(On screen: Mary McKenna)*

**MARY McKENNA:** Andy really wants to help people, and he's done that most of his life.

**ANDY McKENNA:** Democracy relies on people stepping forward.

*(On screen: Teacher)*

**MARY McKENNA:** We're a very traditional family that believes in good, honest family values.

*(On screen: Businessman)*

**ANDY McKENNA:** I believe we ought to get rid of the marriage penalty tax altogether.

*(On screen: www.JoinAndy.com)*

**MARY McKENNA:** I think parents have to get involved.

**ANDY McKENNA:** The whole family benefits when the parents get more involved in the kids' education. Let's give them a tax credit so they do get more involved.

*(On screen: Republican; Paid For By McKenna For Senate)*

**MARY McKENNA:** He is a true optimist.

*(On screen: Andy McKenna; U.S. Senate)*

**ANDY McKENNA:** I'm Andy McKenna, and I approve this message.

### **Script of "Economy" (TV)**

**ANNOUNCER** [v/o]: There's a lot Andy McKenna will do to get our economy moving.

**ANDY McKENNA:** Put an end to frivolous lawsuits that strangle small business.

**ANNOUNCER** [v/o]: A lot he'll do to make jobs Washington's priority.

**ANDY McKENNA:** Give tax credits to businesses that create new jobs.

**ANNOUNCER** [v/o]: And a lot he'll do to stand up for U.S. workers.

**ANDY McKENNA:** Let's require government to buy products made here in America.

*(On screen: www.JoinAndy.com)*

**ANNOUNCER** [v/o]: A Republican for U.S. Senate with real ideas.

**ANDY McKENNA:** I'm Andy McKenna. I approve this message because I'll be a senator who fights for jobs.

*(On screen: Andy McKenna; U.S. Senate; Paid For By McKenna For Senate)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2003 POLITICAL ADS

## To Ryan, Bureaucrats Are Money-Hungry

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Thursday, Oct. 9, 2003



[Click Here To See  
RealVideo™ Of  
"Money Grab"](#)

In his second swipe at Washington spending, Illinois Senate hopeful **Jack Ryan's** (R) latest television ad depicts what he considers a bureaucrat's zeal for snatching taxpayers' dollars.

Ryan discusses a hypothetical "typical Washington bureaucrat" who begins grabbing at "your tax dollars" as they fly around him inside a glass booth. Ryan tells viewers that "in Washington, if you don't grab all the money you can and spend it, your budget might get cut, and no bureaucrat wants that." Ryan says that "because the demand will always be there, we have to cut off the supply," reiterating his tax-cut message from a previous [radio spot](#).

More On This  
Race  
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"Money Grab" began airing Oct. 3 in the Champaign-Springfield, Peoria and Rockford media markets, according to an Oct. 6 press release. **Bill Hillsman** of North Woods Advertising is Ryan's media consultant.

Since launching his media campaign on Sept. 19, Ryan has aired a total of four [TV and radio ads](#) focusing on his biography and ways to cut down on bureaucratic spending.

A [Fox News poll](#) conducted last month showed Ryan with a one-point lead in a [GOP primary](#) matchup. The *Cook Political Report* has [rated](#) this contest as a toss up.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Money Grab" (TV)

**JACK RYAN:** I'm Jack Ryan, Republican candidate for the U.S. Senate. Let's say this is your typical Washington bureaucrat, and these are your tax dollars.

*(On screen: man inside glass booth grabs at money that flies around him)*

In Washington, if you don't grab all the money you can and spend it, your budget might get cut, and no bureaucrat wants that. It's a simple case of supply and demand, and because the demand will always be there, we have to cut off the supply.

*(On screen: Ryan pulls the plug on the money grab machine)*

**ANNOUNCER** [v/o]: Jack Ryan. Businessman. Teacher. Republican.

*(On screen: Jack Ryan; U.S. Senate; jackryan2004.com; Paid for by Jack Ryan for U.S. Senate, Inc.)*

**JACK RYAN:** I'm Jack Ryan, and I approve this Republican message.

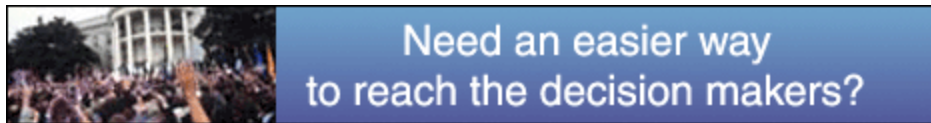
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2003 POLITICAL ADS

## **Ryan: Tax Cuts Will Trim Federal Spending**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Oct. 8, 2003



[Click Here To  
Hear RealAudio™  
Of "Tax Cuts"](#)

The latest radio campaign ad from Illinois Senate hopeful **Jack Ryan** (R) breaks down what federal allotments mean for American's households and offers a tax-cut solution to trim bureaucratic spending.

The radio spot opens with the sounds of people knocking on a door, collecting funds for various projects like "a telescope on a volcanic peak in Mexico" or subsidizing "foreign governments who want to move American jobs overseas." An announcer informs listeners that -- like it or not -- they are already supporting programs like these, as 2003 federal spending "will reach \$21,000 per household, and billions of it is going to support programs that shouldn't even be funded in the first place."

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Ryan "thinks it's time we took a hard look at where our tax dollars are going," the ad goes on, describing how the candidate "knows the only way to rein in wasteful spending is to limit the supply of tax money, because if the bureaucrats don't have it, they can't spend it."

According to an Oct. 6 press release, "Tax Cuts" went on the air Monday in the Champaign-Springfield, Peoria and Rockford media markets for an open-ended run. **Bill Hillsman** of North Woods Advertising is Ryan's media consultant.

Last month, Ryan debuted his first [radio ad](#), touting his departure from "the world of high finance to teach high school kids in the inner city," and a similarly-themed [TV spot](#) has also been on the air.

The *Cook Political Report* has [rated](#) this race as a toss up. A recent [Fox News poll](#) showed Ryan with a slim lead over other contenders in the [March 16 GOP primary](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Tax Cuts" (Radio)**

**ANNOUNCER:** Let's imagine that all these people came right to your door.

*(sound of someone knocking on door)*

**MAN NO. 1:** Hi. I'm collecting to build a telescope on a volcanic peak in Mexico.

**MAN NO. 2:** Your donation can help us study aquaculture in West Virginia.

**WOMAN NO. 1:** Can we count on you to subsidize foreign governments who want to move American jobs overseas?

**ANNOUNCER:** Now you might think you wouldn't support programs like these, but guess what? You already are. This year, federal spending will reach \$21,000 per household, and billions of it is going to support programs that shouldn't even be funded in the first place.

Republican Senate candidate Jack Ryan thinks it's time we took a hard look at where our tax dollars are going. Jack Ryan is a fiscal conservative. He knows the only way to rein in wasteful spending is to limit the supply of tax money, because if the bureaucrats don't have it, they can't spend it.

*(sound of someone knocking on door)*

**WOMAN NO. 2:** Come on! I just need a few million dollars.

**ANNOUNCER:** Vote Jack Ryan for U.S. Senate. Businessman, teacher, Republican.

**JACK RYAN:** I'm Jack Ryan, and I approve this Republican message.

**ANNOUNCER:** For more information, visit [jackryan2004.com](http://jackryan2004.com). Paid for by Jack Ryan for U.S. Senate, Incorporated.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Fourth Chico Ad Highlights Latino Roots

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Friday, Oct. 3, 2003



[Click Here To See  
RealVideo™ Of  
"Priorities"](#)

In addition to releasing three English-language [TV spots](#), attorney **Gery Chico** (D) also went on the air Monday with a Spanish-language piece playing up his Latino heritage and his desire to change current policies being pushed by **President Bush**.

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The 30-second ad features Chico telling viewers in Spanish that when his grandfather immigrated to the United States from Mexico, "he came to a country that invested in jobs, schools and health." Bush, Chico points out, "spends billions in Iraq, and we've lost millions of jobs." Chico advocates a return to an emphasis on domestic spending, adding that if elected he will also push for "fair immigration laws."

Chico for Senate communications director **Samantha Anderson** said that "Priorities" is airing in Chicago. The spot is part of an ad buy [reportedly](#) worth \$500,000.

Chicago-based Adelstein & Associates and Shrum Devine & Donilon are the campaign's media consultants.

One other Democrat and two Republican candidates have already gone [on the air](#) in this [race](#), which has been [rated](#) a toss up by the *Cook Political Report*.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Priorities" -- Spanish (TV)

*(On screen: Gery Chico para el Senado Federal)*

**GERY CHICO:** Cuando mi abuelo vino de Mexico, llegó a un país que invertía, en trabajos, escuelas y salud. Yo soy Gery Chico, y aprobé este mensaje. Necesitamos cambiar las prioridades en Illinois y el país.

El Presidente Bush gasta billones en Iraq, y hemos perdido millones de empleos.

*(On screen: 3.9 Billones al Mes -- Chicago Tribune, 7/10/03; El Desempleo Crece Fuera de Control -- AP, 7/4/03)*



Yo lucharé por ustedes, por nuestros trabajos, nuestra salud, y nuestras escuelas, y por leyes más justas de inmigración.

**ANNOUNCER** [v/o]: Gery Chico para el senado. Juntos haremos historia.

*(On screen: Pagado por el Comité de la Capaña de Gery Chico para el Senado)*

### Translated Script of "Priorities" -- English (TV)

*(On screen: Gery Chico para el Senado Federal)*

**GERY CHICO:** When my grandpa came from Mexico, he came to a country that invested in jobs, schools and health. I am Gery Chico and I approved this message. We need to change the priorities in Illinois and the country.

President Bush spends billions in Iraq, and we've lost millions of jobs.

*(On screen: 3.9 Billones al Mes -- Chicago Tribune, 7/10/03; El Desempleo Crece Fuera de Control -- AP, 7/4/03)*

I will fight for you, for your jobs, our health, our schools and for fair immigration laws.

**ANNOUNCER** [v/o]: Gery Chico for Senate. Together we'll make history.

*(On screen: Pagado por el Comité de la Capaña de Gery Chico para el Senado)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Chico Debuts With Plans For Reform

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Thursday, Oct. 1, 2003

Attorney and Illinois Senate hopeful **Gery Chico** (D) launched his media campaign this week, airing a variety of TV spots touting his plans for health care, jobs and education and criticizing **President Bush** on tax cuts.

"Growing Up" features Chico standing in front of his boyhood home as he tells viewers about his parents' commitment to education. Chico then describes his tenure as president of the Chicago School Board, where he "saw what better schools could mean" for children. "Education means more opportunity, a better job, a piece of the American dream," Chico says. "To me, that's what it's all about."

"America has lost three million jobs under George Bush," Chico says in the second spot, "Jobs." If elected, the candidate declares, he will "fight to repeal the Bush tax cuts to the top one percent" and "put the money into health care and schools."

In "Health Care," Chico points out that "members of Congress get lifetime health care" after five years of service, something he equates to winning the lottery. Now, he says, Congress is letting Bush "pay for national health care in Iraq, while millions of Americans live without health insurance." In the Senate, the candidate says, "My priority will be to fight for your health care, not mine."

Chico for Senate communications director **Samantha Anderson** said that "Jobs" is airing statewide except for media markets based out of Chicago, St. Louis and Quad Cities, Ia., while "Growing Up" is in similar markets plus Chicago. Meanwhile, "Health Care" is running only in Chicago. Campaign manager **Michael Golden** declined to disclose the amount of the ad buy but did say that the campaign planned to stay on the air in downstate markets throughout this month. The *Chicago Sun-Times* [reported](#) that the campaign had scheduled at least a two-week media buy worth \$500,000.

Chicago-based Adelstein & Associates and Shrum Devine & Donilon are the campaign's media consultants.

Three other candidates have already aired [ads](#) in this [race](#), which has been [rated](#) a toss up by the *Cook Political Report*.



[Click Here To See  
RealVideo™ Of  
"Growing Up"](#)

[Click Here To See  
RealVideo™ Of  
"Jobs"](#)

[Click Here To See  
RealVideo™ Of  
"Health Care"](#)

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Race**  
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[Tip Sheet](#)

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Growing Up" (TV)

*(On screen: Gery Chico for Senate)*

**GERY CHICO:** I'm Gery Chico, and this is 33rd and Ashland in Chicago. This is the house I grew up in. My family didn't have a lot of money, but we had two parents that loved us, and we got a great education.

As president of the Chicago School Board, I saw what better schools could mean for all of our kids. I send my own children to public school. Education means more opportunity, a better job, a piece of the American dream. To me, that's what it's all about, and that's why I'm running for the United States Senate. I'm Gery Chico, and I approve this message.

*(On screen: gerychicoforsenate.com; Paid for by the Gery Chico for Senate Campaign Committee)*

### Script of "Jobs" (TV)

*(On screen: gerychicoforsenate.com)*

**GERY CHICO:** America has lost three million jobs under George Bush, and Illinois has been hit hard. They gave tax cuts to the wealthy and recession to the middle class.

*(On screen: "Jobless Rate Soars" -- AP, 7/4/03)*

I'm Gery Chico, and I approve this message. In the U.S. Senate, I'll fight to repeal the Bush tax cuts to the top one percent, and I'll put the money into health care and schools. That's the way you create jobs.

*(On screen: Chico Created Thousands of Jobs)*

When I was president of the Chicago School Board, we built 1,100 new classrooms and put thousands of people to work.

**ANNOUNCER** [v/o]: Chico for Illinois.

*(On screen: Jobs -- Schools -- Healthcare; Paid for by the Gery Chico for Senate Campaign Committee)*

### Script of "Health Care" (TV)

**GERY CHICO:** Did you know that, after five years, members of Congress get lifetime health care? It's like they won the lottery. Now they're letting George Bush pay for national health care in Iraq, while millions of Americans live without health insurance.

*(On screen: Wall Street Journal masthead; "Bush Funds Healthcare for 13 Million Iraqis"; "41 Million Americans Uninsured" -- WSJ, 3/17/03)*

Millions of children can't see a doctor, and the price of prescription drugs is out of control.

*(On screen: Healthcare for Children; Lower Prescription Drug Costs)*

I'm Gery Chico, and I approve this message, because in the U.S. Senate, my priority will be to fight for your health care, not mine.

**ANNOUNCER** [v/o]: Health care. Jobs. Schools. Chico for Illinois.

*(On screen: Chico for Senate; Paid for by the Gery Chico for Senate Campaign Committee)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2003 POLITICAL ADS

## Ryan Stresses Education, Career Change

By [Bryan O'Keefe](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Sept. 30, 2003



[Click Here To See  
RealVideo™ Of  
"Long Walk"](#)

**Jack Ryan's** (R) his first television ad in the Illinois Senate Race highlights his educational background and his career shift from investment banking to teaching.

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Race**  
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[Tip Sheet](#)

The 30-second ad opens with Ryan emerging from his car in a suit, briefcase and *Wall Street Journal* in hand. While he walks into an unidentified office building, the ad's announcer runs down Ryan's stints at Dartmouth and Harvard as well as his career in investment banking. But, the ad concludes, "Ryan quit to go back to high school and teach in Chicago's inner city." The ad's final scene reveals Ryan's destination for the day: a classroom filled with students.

Campaign spokeswoman **Lissa Druss Christman** said that "Long Walk" went on the air Sept. 19 on broadcast affiliates and cable networks in the Champaign/Springfield, Peoria and Rockford media markets. Ryan released a similar [radio ad](#) three days later.

**Bill Hillsman** of North Woods Advertising is Ryan's media consultant.

Ryan is one of a half-dozen GOP candidates looking to replace retiring Sen. [Peter Fitzgerald](#) (R). Many political observers expect the Illinois race to be of the most competitive seats in 2004.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Long Walk" (TV)

**ANNOUNCER** [v/o]: Jack Ryan. Grew up in Wilmette. Went to Dartmouth. Earned degrees from Harvard Law and Harvard Business School. Spent 15 successful years in investment banking. And then Jack Ryan quit to go back to high school and teach in Chicago's inner city.

Jack Ryan. Businessman. Teacher. Republican. A uniquely qualified candidate for U.S. Senate.

**JACK RYAN** [v/o]: I'm Jack Ryan, and I approved this Republican message.

*(On screen: jackryan2004.com; Paid for by Jack Ryan for U.S. Senate, Inc.)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Ryan Touts His 'Time In The Inner City'

By [Meg Kinnard](#), NationalJournal.com

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Friday, Sept. 26, 2003



[Click Here To  
Hear RealAudio™  
Of "Bio"](#)

Teacher and former investment banker **Jack Ryan** (R) took to Illinois' airwaves this week with a biographical radio spot touting his commitment to ensuring that all children receive the benefits of an education.

More On This  
Race  
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[Latest Polls](#)  
[Tip Sheet](#)

The 60-second radio ad, "Bio," starts off with a pitch for a television show wondering if a Republican with a Harvard business degree can "connect with students on Chicago's south side." An announcer says that this isn't fiction but rather the story of Ryan's life, one "shaped by family values."

Detailing Ryan's litany of Ivy League academic achievements, the spot notes that after making partner in an investment banking firm, Ryan "gave it all up -- to teach at an African-American high school" in Chicago. Last year, the ad goes on, "100 percent" of the school's graduates "went on to college."

Spokeswoman **Lissa Druss Christman** said that "Bio" went on the air Monday on broadcast networks in the Champaign/Springfield, Peoria and Rockford media markets and is also running on select cable stations. **Bill Hillsman** of North Woods Advertising is Ryan's media consultant.

Ryan is one of several Illinois Senate contenders who have been on the air this cycle. Democrat **Blair Hull** has aired a [handful of ads](#) since June, and Republican **John Cox** ran a [TV spot](#) in August.

Sen. [Peter Fitzgerald](#) (R) announced that he would retire at the end of his current term. So far, a half-dozen candidates on both sides of the political spectrum have thrown their hats [into the ring](#). The *Cook Political Report* has [rated](#) this race as a toss-up, and *Hotline's* **Chuck Todd** rates the contest as [number one](#) among Senate races to watch this cycle.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Bio" (Radio)

**ANNOUNCER NO. 1:** How's this for a new TV show?

**ANNOUNCER NO. 2** [in television announcement]: Successful investment banker gives up the world of high finance to teach high school kids in the inner city. Can a Harvard MBA, a Republican, connect with students on Chicago's south side?

**ANNOUNCER NO. 1:** Don't go looking for this show on any network. It's not TV. It's not even reality TV. It's real life -- the life of Jack Ryan, Republican candidate for U.S. Senate. It's a life shaped by family values.

Jack grew up in a family of eight, went to Dartmouth college, earned degrees from Harvard Law and Harvard Business School, spent 15 years in investment banking, made partner, and then Jack gave it all up to teach at an African-American high school on Chicago's south side. And last year, 100 percent of their graduates went on to college.

Jack's values taught him the importance of every child's life, and his time in the inner city only made it stronger. To find out more about Jack, visit [JackRyan2004.com](http://JackRyan2004.com).

**JACK RYAN:** I'm Jack Ryan, and I approve this Republican message. Paid for by Jack Ryan for U.S. Senate, Incorporated.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Cox: Good Funds Come In Small Packages

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Thursday, Aug. 7, 2003

With the first ad of his Illinois Senate bid, businessman **John Cox** (R) pitches a grassroots fund-raising plan aimed at avoiding "big money special interests."

Cox tells viewers in the 30-second TV commercial that he hopes to "have 100,000 voters contribute 20 dollars" to his coffers. "If enough people help," Cox continues, "I'll get our message out for job creation and an end to corruption and cronyism." He then directs viewers to the campaign's Web site and urges them to "be part of the solution."

Campaign Communications Director **Andy Bloom** said that "Be Part Of The Solution" went on the air Monday, primarily airing on cable outlets in the Rockford area. Bloom said that the campaign is spending \$5,000 to run the spot for the first week, and could expand the ad buy based on reaction.

Sen. [Peter Fitzgerald](#) (D) announced in April that he will not seek a second term. Cox will compete with a handful of candidates in the GOP [primary](#), and several Democrats have announced their candidacies as well. One of the Democrats, businessman **Blair Hull**, has been [on the air](#) since March.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Be Part Of The Solution" (TV)

**JOHN COX:** I'm John Cox, Republican for the U.S. Senate. Too often political campaigns are funded by big money special interests. I think there's a better way.

My goal is to have 100,000 voters contribute 20 dollars to this campaign. If enough people help, I'll get our message out for job creation and an end to corruption and cronyism. Check out our Web site. Call our toll-free number. Be part of the solution.

*(On screen: [www.coxforsenate.com](http://www.coxforsenate.com); 1-866-513-6565; Paid For And Authorized By Cox For Senate.)*

**ANNOUNCER** [v/o]: John Cox, the true conservative for U.S. Senate.



[Click Here To See  
RealVideo™ Of  
"Be Part Of The  
Solution"](#)

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Race**  
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*Editor's Note: The digitized version of this ad is a rough cut and contains neither the text cited as appearing on screen nor the announcer's closing comments. The information above reflects the ad as it is airing and was obtained directly from the Cox campaign.*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Hull Vies For Black Vote With Rush Support

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Wednesday, Aug. 6, 2003

Continuing his early media ad campaign, Illinois businessman and Senate candidate **Blair Hull** (D) gets a boost from a six-term U.S. congressman in two new commercials targeted at African-American voters.

Following gospel-style vocalists who literally sing Hull's praises, Illinois Rep. **Bobby Rush** (D) tells listeners in both spots about his "friend" Hull, "our next U.S. senator." Like himself, Rush continues, Hull "comes from a working-class family" and is "committed to affordable health care" and "improving schools so our children can get a fair shake." Rush also says that Hull "will stand up to the Republicans" and "make sure that we get our fair share."

Hull's voice only appears near the close of each ad to say he approved the spots. The two ads are nearly identical, differing only in the words sung at the beginning of each one.

Campaign spokeswoman **Susan Lagana** said that both spots began running Monday on seven Chicago-area radio stations: WVON, WNUA, WVAZ, WGCI, WBE, WYCE and WPWX. When asked why the campaign chose these radio stations, Lagana referred to a *Chicago Sun-Times* [article](#) noting that the spots were "running on stations popular with black listeners." The *Sun-Times* reported that the ads' weeklong buy would cost \$30,000.

Both ads were produced by Charles Colbert Communications, located in Downers Grove, Ill.

Hull has been on the air with [radio and TV spots](#) since late June plugging his business experience and ideas for health care reform.

Incumbent **Peter Fitzgerald** (R) has announced that he will retire at the expiration of his current term. Blair will face a number of candidates in the [Democratic primary](#), and several Republican candidates are also lining up to compete for the nomination.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Rush 1" (Radio)



[Click Here To  
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Of "Rush 1"](#)

[Click Here To  
Hear RealAudio™  
Of "Rush 2"](#)

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**VOICES** [singing]: We need a senator we can believe in, a senator we can trust. Blair Hull is the one who can get the job done, that can make the Senate work for us.

**BOBBY RUSH:** I'm Congressman Bobby Rush, and I want to talk to you about my friend Blair Hull, our next U.S. senator. Blair Hull, like me, comes from a working-class family and served in the Army. Blair Hull, like me, is committed to affordable health care, improving schools so our children can get a fair shake, and creating jobs to bring stability back into our communities.

Blair Hull will stand up to the Republicans and make the Senate work for all of us. Blair Hull is an independent voice who will make sure that we get our fair share. That's why I'm supporting Blair Hull for the U.S. Senate, and I hope that you're with me. I'm Congressman Bobby Rush.

**BLAIR HULL:** I'm Blair Hull, and I approved this ad.

**ANNOUNCER:** Learn more about Blair Hull, Democrat for U.S. Senate, by calling (312) 245-4855 or visit our Web site, [blairhull.com](http://blairhull.com). Paid for by Hull for Senate.

### Script of "Rush 2" (Radio)

**VOICES** [singing]: We need a senator we can believe in, a senator we can trust. A senator who will fight for all of our rights, a senator who believes in us.

**BOBBY RUSH:** I'm Congressman Bobby Rush, and I want to talk to you about my friend Blair Hull, our next U.S. senator. Blair Hull, like me, comes from a working-class family and served in the Army. Blair Hull, like me, is committed to affordable health care, improving schools so our children can get a fair shake, and creating jobs to bring stability back into our communities.

Blair Hull will stand up to the Republicans and make the Senate work for all of us. Blair Hull is an independent voice who will make sure that we get our fair share. That's why I'm supporting Blair Hull for the U.S. Senate, and I hope that you're with me. I'm Congressman Bobby Rush.

**BLAIR HULL:** I'm Blair Hull, and I approved this ad.

**ANNOUNCER:** Learn more about Blair Hull, Democrat for U.S. Senate, by calling (312) 245-4855 or visit our Web site, [blairhull.com](http://blairhull.com). Paid for by Hull for Senate.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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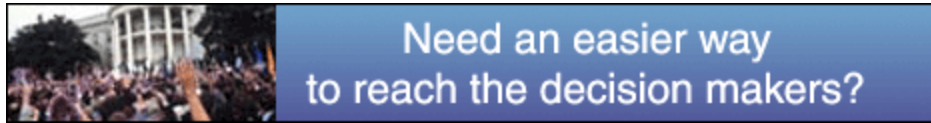
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2003 POLITICAL ADS

## Hull Takes On Health Care Industry

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Thursday, July 31, 2003



[Click Here To See  
RealVideo™ Of  
"Health Care"](#)

With his third TV spot for a Senate election that is still more than 15 months away, Illinois businessman **Blair Hull** (D) blames health and pharmaceutical companies for "skyrocketing" health-care costs and a "soaring" number of uninsured Americans.

**More On This  
Race**  
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The ad's announcer says there are "1,562 health care lobbyists in Washington" and "\$98 million spent by pharmaceutical companies in campaign contributions." The announcer concludes: "No wonder nothing's been done to help working families find affordable health care."

Hull then appears on-camera and tells viewers, "The special interests won't stop me because I won't take their money."

The commercial began airing Tuesday in most Illinois markets except Chicago, spokeswoman **Susan Lagana** said. She said she did not know the cost of the ad buy. Squier Knapp Dunn produced the spot.

Hull began his [radio and TV ad campaign](#) in late June. He faces a crowded Democratic [primary](#) for the nomination to replace Sen. [Peter Fitzgerald](#) (R), who announced his retirement April.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Health Care" (TV)

*(On screen: Paid for by Hull for Senate)*

**ANNOUNCER** [v/o]: Skyrocketing costs for health care. Number of uninsured soaring. There are 1,562 health care lobbyists in Washington. Ninety-eight million dollars spent by pharmaceutical companies in campaign contributions. With all that money, no wonder nothing's been done to help working families find affordable health care.

*(On screen: [www.BlairHull.com](http://www.BlairHull.com))*

**BLAIR HULL:** I'm Blair Hull, and I approved this ad because every American deserves quality, affordable health care. The special interests won't stop me because I won't take their money.

*(On screen: Blair Hull, Democrat for Senate, He'll work for you)*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2003 POLITICAL ADS

## To Hull, Business Savvy Would Help Senate

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Thursday, July 10, 2003

Illinois Senate hopeful **Blair Hull** (D) debuted his third campaign ad on Wednesday, promoting his previous business experience as beneficial to Illinois' economy.

"Unemployment in Illinois is at a 10-year high," an announcer says, with "over 25,000 jobs lost since March" and "216,000 jobs lost in two years." **Hull**, who "built a business from scratch" will work as senator "to get our economy moving," according to the ad. To achieve this goal, the announcer tells viewers, Hull will push "targeted tax credits to put more money in working families' budgets," as well as invest in rural areas and create more jobs.

Campaign spokeswoman **Susan Lagana** said that "Economy" went on the air Tuesday and is airing in Davenport, Iowa; Moline, Ill.; Rockford, Ill., Champaign/Springfield/Decatur, Ill.; Peoria, Ill.; Paducah, Ky.; and St. Louis. Produced by Squier Knapp Dunn, the spot is part of the campaign's original \$750,000 ad buy.

In late June, Hull became the first Senate candidate from Illinois to go [on the air](#) this cycle, running a biographical TV ad and a radio spot plugging his work on job creation.

Sen. [Peter Fitzgerald](#) (R) announced earlier this year that he would not seek re-election, and a handful of Republicans and Democrats have announced bids in the [race](#).

The *Cook Political Report* rates the contest a toss up and *The Hotline's* **Chuck Todd** [called](#) it the most competitive Senate race of 2004.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Economy" (TV)

*(On screen: Paid For By Blair Hull For Senate)*

**ANNOUNCER** [v/o]: Unemployment in Illinois is at a 10-year high -- over 25,000 jobs lost since March, 216,000 jobs lost in two years.\*

Blair Hull wants to change that. He built a business from scratch, creating jobs in Illinois.



[Click Here To See  
RealVideo™ Of  
"Economy"](#)

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*(On screen: Created Hundreds of Jobs)*

In the Senate, he'll work to get our economy moving.

*(On screen: Blair Hull; Democrat for US Senate)*

Hull's plan? Targeted tax credits to put more money in working families' budgets. Invest in rural Illinois. Create jobs.

**BLAIR HULL:** I'm Blair Hull, and I approved this ad because we need to get Illinois back to work.

*(On screen: He'll Work For You; Blair Hull, Democrat for US Senate, Approved This Ad)*

*\*EDITOR'S NOTE: When first published, this line in the ad's script read, "Unemployment in Illinois is at a 10-year high -- 18,000 jobs lost last month, 200,000 jobs lost in two years." That was drawn from a version of the ad provided by the Hull campaign, which then updated the ad with the current version.*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Hull Gets An Early Start For Illinois Senate

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, June 24, 2003

By debuting TV and radio spots yesterday, businessman **Blair Hull** (D) has become the first Illinois Senate candidate to go on the air, giving viewers a brief biography and touting his work on job creation.

The television spot tells Hull's story, focusing on his upbringing by "New Deal Democrats," union membership and four years of military service. Then 23 years ago, the spot continues, Hull "started his own investment firm, taking on the big Chicago firms to make trading fairer for the small investor." Hull then appears on screen to close the spot by saying that "we need to create jobs here in Illinois and provide affordable health care to our families."

In the radio ad, an announcer says that Hull is "a strong Democrat" and businessman "who has created jobs here in Illinois." The spot gives the same biographical information as the television ad, saying that Hull wants to serve the people of Illinois by "standing up to special interests and putting working families first. Hull then closes the spot with the same message as in the TV ad.

Campaign spokeswoman **Susan Lagana** said that both spots went on the air yesterday in a \$750,000 buy. Both are running in four Illinois markets -- Rockford, Quad Cities, Peoria and Springfield -- as well as in Paducah, Ky., and St. Louis.

The *Chicago Sun-Times* [reported](#) that Hull's media campaign, nine months before the March [Democratic primary](#), is believed to be earlier "than any other candidate in Illinois history."

Incumbent [Peter Fitzgerald](#) (R) announced in April that he would not seek a second term. *The Hotline's* **Chuck Todd** [writes](#) that there is "lots of drama on both sides" of this race, which has been rated by the *Cook Political Report* as a "Toss Up."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Bio" (TV)

(On screen: Paid For By Blair Hull For Senate; Democrat for U.S. Senate)



[Click Here To See  
RealVideo™ Of  
"Bio"](#)



[Click Here To  
Hear RealAudio™  
Of "Jobs"](#)

More On This  
Race  
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**ANNOUNCER** [v/o]: Blair Hull. A successful businessman who build an investment company from scratch. But Hull's story is more than something from the business page -- it's an American story.

His parents, New Deal Democrats, both worked to help families struggling through the Depression.

Blair served four years in the military and used the GI bill to go through school. His first car cost 25 dollars -- the same as his union card. He taught high school math and physics, worked as a Fuller Brush salesman and raised four children.

*(On screen: four years U.S. Army; joined union in 1962; High School Teacher; father)*

In 1980, he started his own investment firm, taking on the big Chicago firms to make trading fairer for the small investor. With hard work and teamwork, he created jobs and built a successful company.

*(On screen: www.BlairHull.com; creating jobs)*

**BLAIR HULL:** I'm Blair Hull, and I approved this ad because we need to create jobs here in Illinois and provide affordable health care to our families.

**ANNOUNCER** [v/o]: Blair Hull. Democrat for the U.S. Senate. He'll work for you.

*(On screen: Blair Hull, Democrat For U.S. Senate Approved This Ad)*

### Script of "Jobs" (Radio)

**ANNOUNCER:** Creating jobs. Providing affordable health care and prescription drugs. It's why Blair Hull is running for the Senate. A strong Democrat, Blair Hull is a successful businessman who has created jobs here in Illinois.

Hull worked for every dime he's made. Raised by New Deal parents, he learned the value of hard work and the dignity of a good job. Blair Hull spent four years in the military, held a union card, taught school, loaded trucks, worked as a Fuller Brush man, raised four children. Then Hull built a successful high-tech investment company here in Illinois, taking on Chicago firms to give small investors a fair chance.

Now Blair Hull wants to work for us in the United States Senate, standing up to special interests and putting working families first.

**BLAIR HULL:** I'm Blair Hull, and I approved this ad because we need to create jobs here in Illinois and provide affordable health care to our families.

**ANNOUNCER:** Paid for by Blair Hull for U.S. Senate.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

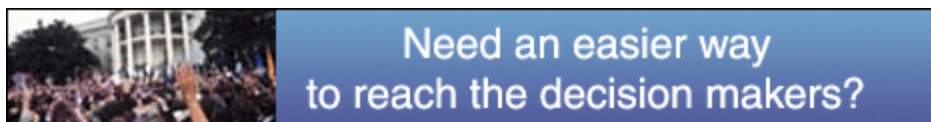
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2004 POLITICAL ADS

## **John Tells Bio, Criticizes Bush**

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Friday, June 18, 2004

With more than a month to go until filing closes for the Louisiana Senate race, Rep. [Chris John](#) (D) has gotten an on-air jump start this month with the launch of two radio ads.

On Monday, John released an ad in the New Orleans area featuring Councilman **Oliver Thomas** (D). In this 60-second spot, Thomas describes John's early life and how, as a LSU graduate, he returned home "to run his family's trucking business" after his father's death. John "cares about the issues we face," Thomas goes on, saying the Democrat has "proven himself by standing up for" Louisianians on jobs, education and health care.

Bright Moments, a New Orleans-based firm, produced this commercial, which is airing in what a press release called "heavy rotation."

Another John ad has been on the air since June 8 elsewhere in the Pelican State. In "Bio," produced by Struble Eichenbaum Communications, an announcer repeats the story about John's family business, saying, "Louisianians believe it's important to remember where we come from and to take care of our own." The ad also mentions how John has "fought the Bush administration's attempts to cut Head Start and worked to help African-American businesses get started" and was named Congressman of the Year by the Louisiana Conference of Black Mayors.

At the end of each spot, John says [President Bush](#)'s priorities "are wrong" for his state, explaining, "If we can rebuild schools and hospitals in Iraq, then we can do the same right here in Louisiana, so ordinary people can succeed."

Retiring incumbent [John Breaux](#) (D) has thrown his support behind John, whom the *Cook Political Report* [calls](#) "a moderate in Breaux's mold." *Cook* has also rated this race as a toss up.

Louisiana will holds its state [primaries](#) on Election Day, Nov. 2.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.



[Click Here To Hear RealAudio™ Of "Oliver Thomas"](#)

[Click Here To Hear RealAudio™ Of "Bio"](#)

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[Tip Sheet](#)

### Script of "Oliver Thomas" (Radio)

**OLIVER THOMAS:** This is Councilman Oliver Thomas. My friend Chris John is running for the U.S. Senate. I know Chris, and I trust him.

He's a family man who grew up in Crowley, Louisiana. When his father died, Chris, who had just graduated from LSU, went home to run his family's trucking business. He's a strong Democrat who hasn't turned his back on us. Chris cares about the issues we face, and he's proven himself by standing up for us when it matters the most: good paying jobs, a quality education for our children and health care we can afford.

I'm asking you to vote for Chris John, U.S. Senate. He's committed to a better Louisiana for everyone.

**CHRIS JOHN:** I'm Chris John, and I approve this message because I believe a strong America begins right here at home. President Bush's priorities are wrong for Louisiana. If we can rebuild schools and hospitals in Iraq, then we can do the same right here in Louisiana, so ordinary people can succeed.

Paid for by Chris John for U.S. Senate.

### Script of "Bio" (Radio)

**ANNOUNCER:** Louisianians believe it's important to remember where we come from and to take care of our own. Chris John grew up in the small Louisiana town of Crowley and went to LSU. After his father died, Chris returned to help run his family's trucking business. Chris learned from his dad the importance of helping people.

Chris John will be a strong Democratic voice in the Senate. In Congress, he fought the Bush administration's attempts to cut Head Start and worked to help African-American businesses get started.

Chris fights for us, which is why the Louisiana Conference of Black Mayors named Chris John Congressman of the Year.

**CHRIS JOHN:** I'm Chris John, and I approve this message because I believe a strong America begins right here at home. President Bush's priorities are wrong for Louisiana. If we can rebuild schools and hospitals in Iraq, then we can do the same right here in Louisiana, so ordinary people can succeed.

Paid for by Chris John for U.S. Senate.

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2003 POLITICAL ADS

## Cohen Continues Assault On Patriot Act

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Thursday, Dec. 4, 2003

New Hampshire Senate candidate **Burt Cohen** (D) today unveiled three more radio ads taking aim at the [USA Patriot Act](#).

Cohen, a state senator who is seeking to replace Sen. **Judd Gregg** (R), on Tuesday released the [first](#) of four ads, saying "we must repeal the unconstitutional sections of the Patriot Act." In the second spot, "Sneak and Peek," Cohen says the Patriot Act does not represent "New Hampshire values." That ad went on the air Wednesday.

"The Patriot Act forces librarians to turn over to government agents the list of books you take out of the library," Cohen tells listeners in "Librarians," which is airing today and Friday. Cohen goes on to credit state librarians for speaking out against the act. He says, "The next time you check out a book from your local library, tell the librarian, 'Thanks.'"

And in "Citizens," which is scheduled to run Monday and Tuesday, Cohen praises two New Hampshire towns for passing "resolutions saying 'no' to the Patriot Act." He adds, "It's time to pull together to protect our freedom and our right to privacy."

MacWilliams Robinson & Partners produced the spots, which will air on five New Hampshire radio stations during the "[Arnie Arnesen Show](#)." Cohen campaign manager **Jesse Burchfield** said radio ads touching on other topics will run "almost daily" until Dec. 19. The next series of ads, expected to begin airing Dec. 10, will focus on veterans, Burchfield said.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Sneak And Peek" (Radio)

**BURT COHEN:** In New Hampshire, we respect each other and each other's rights.

**ANNOUNCER:** Burt Cohen speaks out today on the Patriot Act.



[Click Here To Hear RealAudio™ Of "Sneak And Peek"](#)

[Click Here To Hear RealAudio™ Of "Librarians"](#)

[Click Here To Hear RealAudio™ Of "Citizens"](#)

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**BURT COHEN:** In Washington, we don't get the respect we deserve. That's what happened to us when Congress passed the Patriot Act. You see, the Patriot Act allows the government to break into your home, search it and never tell you. It gives government agents the power to seize your private medical records. And it can even be used to force librarians to give government agents a list of books you've read. Those aren't New Hampshire values. And that's why we must repeal the unconstitutional sections of the Patriot Act.

**ANNOUNCER:** Listen all this week as Burt Cohen speaks out on the Patriot Act. Burt Cohen for Senate.

**BURT COHEN:** This is Burt Cohen. I approve of that message. Tell me what you think at [burtcohen.org](http://burtcohen.org).

### Script of "Librarians" (Radio)

**BURT COHEN:** To librarians across New Hampshire, silence is golden. And so is your right to privacy.

**ANNOUNCER:** Burt Cohen speaks out today on the Patriot Act.

**BURT COHEN:** The Patriot Act forces librarians to turn over to government agents the list of books you take out of the library -- giving the government the power to check up on the books you check out. In New Hampshire, we respect each other's rights. That's why librarians across the state have spoken out against the Patriot Act. So the next time you check out a book from your local library, tell the librarian, "Thanks."

**ANNOUNCER:** Listen all this week as Burt Cohen speaks out on the Patriot Act. Burt Cohen for Senate. Go to [www.burtcohen.org](http://www.burtcohen.org) to speak up and join the fight to protect our freedom.

**BURT COHEN:** This is Burt Cohen. I approve of that message. Tell me what you think at [burtcohen.org](http://burtcohen.org).

### Script of "Citizens" (Radio)

**BURT COHEN:** It's time to pull together to protect our freedom and our right to privacy.

**ANNOUNCER:** Burt Cohen speaks out today on the Patriot Act.

**BURT COHEN:** When Congress passed the Patriot Act, it took away many of our constitutionally guaranteed freedoms. Government agents were given the power to secretly search your home, search your private medical records and even check up on the books you check out of the library. Our neighbors in Marlborough and Peterborough have already passed resolutions saying no to the Patriot Act. And now you can join them. It's time to pull together to protect our freedom and our right to privacy.

**ANNOUNCER:** Listen all this week as Burt Cohen speaks out on the Patriot Act. Burt Cohen for Senate. Go to [www.burtcohen.org](http://www.burtcohen.org) to speak up and join the fight to protect our freedom.

**BURT COHEN:** This is Burt Cohen. I approve of that message. Tell me what you think at [burtcohen.org](http://burtcohen.org).

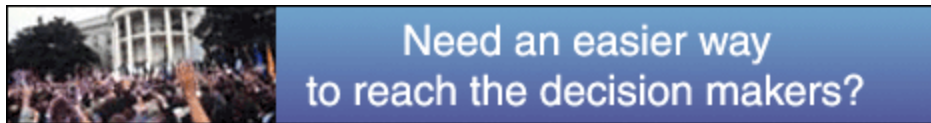
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2003 POLITICAL ADS

## **Cohen Condemns Patriot Act**

By [Jennifer Koons](#), NationalJournal.com

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Wednesday, Dec. 3, 2003



[Click Here To  
Hear RealAudio™  
Of "Everyday"](#)

New Hampshire state Sen. **Burt Cohen** (D) on Tuesday released the first radio ad in his campaign to unseat incumbent U.S. Sen. [Judd Gregg](#) (R). In the ad, titled "Everyday," Cohen calls for the repeal of the [USA Patriot Act](#).

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The candidate warns listeners that "the Patriot Act allows the government to break into your home, search it and never tell you." He closes the ad by calling for the repeal of the act's "unconstitutional sections."

Cohen campaign manager **Jesse Burchfield** said several additional spots focusing on the Patriot Act will air later this week, and then spots on other issues will run "almost daily" until Dec. 19. The ads, produced by MacWilliams Robinson & Partners, will air on five New Hampshire radio stations during the liberal ["Arnie Arnesen Show."](#)

The campaign decided to "lead with the issue of the Patriot Act... because it was contrary to the state's beliefs and some provisions of the act share bi-partisan criticism," PoliticsNH.com [reports](#). Gregg voted for the act.

The Patriot Act has been discussed on New Hampshire airwaves before; the American Civil Liberties Union [ran radio ads](#) in October and November that urged Gregg, among others, to revise the law. Whether such overtures to Granite State voters' independence will affect the election, however, is an open question: Gregg has not faced a close contest since he was first elected in 1992, and the 2004 race has been [rated](#) solidly Republican by the *Cook Political Report*.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Everyday" (Radio)**

**BURT COHEN:** What happens in Washington affects our lives every day in New Hampshire.

**ANNOUNCER:** Burt Cohen speaks out today on the Patriot Act.

**BURT COHEN:** Two years ago Congress rushed to approve the Patriot Act, throwing your right to privacy right out the window.

You see, the Patriot Act allows the government to break into your home, search it and never tell you. Government agents are even given the power to force doctors to turn over your personal medical records.

The right to privacy is a basic freedom celebrated in our state's motto: live free or die. It's the reason we must repeal the unconstitutional sections of the Patriot Act.

**ANNOUNCER:** Listen all this week as Burt Cohen speaks out on the Patriot Act. Burt Cohen for Senate.

**BURT COHEN:** This is Burt Cohen. I approve of that message. Tell me what you think at [burtcohen.org](http://burtcohen.org).

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## ACU Runs Ad Countering Attacks On Toomey

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Friday, Dec. 12, 2003

A new radio advertisement from the American Conservative Union rebukes recent attacks against Rep. [Pat Toomey](#), R-Pa., by the Republican Main Street Partnership, a group that supports Toomey's primary opponent, Sen. [Arlen Specter](#), R-Pa., in next year's [Senate race](#).

The spot, which begins airing Monday, lauds Toomey for his opposition to the Medicare bill ([H.R. 1](#)). "Pat Toomey could have gone along with big spenders," a woman tells listeners, but "he didn't." The ad, entitled "Thanks Toomey," praises the candidate for his [vote](#) against a "2 trillion-dollar unfunded Medicare drug bill" that would "force thousands of Pennsylvania citizens to lose their current prescription coverage."

The ad also addresses criticism from "Washington big shots" who have attacked Toomey. "They're wrong," the woman tells listeners. On Dec. 2, the Republican Main Street Partnership began airing a radio [commercial](#) criticizing Toomey's stance on Medicare, military pay raises and steel tariffs. Last month, RMSP aired another radio [ad](#) questioning Toomey's conservative credentials.

The ACU spot will air all next week during "The Rush Limbaugh Show" on WHP-580 AM in Harrisburg, Pa., according to a [release](#). ACU spokesman **Ian Walters** said the spot was produced in-house.

The latest [Muhlenberg College poll](#) shows Toomey trailing Specter by 27 percentage points. In that survey, however, only 47 percent of respondents could identify Toomey, in comparison to a 98 percent name recognition for Specter.

According to the ACU [Web site](#), the group backs "capitalism, belief in the doctrine of original intent of the framers of the Constitution, confidence in traditional moral values, and commitment to a strong national defense."

In an odd-couple paring, the ACU teamed up with the American Civil Liberties Union in October to run several [radio ads](#) "urging listeners to show support for legislation that would amend the PATRIOT Act."



[Click Here To  
Hear RealAudio™  
Of "Toomey  
Thanks"](#)

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Race**  
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[Tip Sheet](#)

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Toomey Thanks" (Radio)

**FEMALE ANNOUNCER:** Congressman Pat Toomey could have gone along with big spenders. He didn't. Pat Toomey courageously stood with Pennsylvania's taxpayers. He voted no on the 2 trillion-dollar unfunded Medicare drug bill -- a bill that will force thousands of Pennsylvania citizens to lose their current prescription coverage. That's called leadership. It's what Pennsylvania has come to expect from Pat Toomey.

But now some Washington big shots are attacking Pat Toomey. They're wrong. Thank you, Pat Toomey, for standing firm.

**MALE ANNOUNCER:** Paid for by the American Conservative Union.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Group Picks Apart Toomey's Voting Record

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Dec. 3, 2003

The centrist Republican Main Street Partnership continues its attack on Pennsylvania Rep. [Pat Toomey](#)'s (R) voting record in its latest advertisement, this time calling into question Toomey's support for Medicare, military pay raises and steel tariffs.

A woman opens the radio ad by taking Toomey to task for his [vote](#) against the Medicare bill ([H.R. 1](#)) "and its prescription coverage for sick seniors who cannot afford their medicines." Paraphrasing [comments](#) Toomey made in 2002 in support of the new benefit's affordability, the woman tells listeners that the congressman "slammed the door on **President Bush**" and "every other Republican member of Congress from Pennsylvania" who supported the measure.

The woman also criticizes Toomey for his vote against "increased benefits for our men and women in uniform" and for turning "his back on steel jobs." The ad closes by urging listeners to call Toomey and "tell him he must keep his promises -- to seniors, to our men and women in uniform and to us."

A spokeswoman for the Partnership said that Sandler-Innocenzi produced "Slamming the Door," which went on the air Tuesday. The ad will run on WHP-AM in Harrisburg, Pa., until Dec. 16.

Last month, the Partnership aired another [radio ad](#) questioning Toomey's conservative credentials.

The latest [Franklin and Marshall College poll](#) shows Toomey trailing Sen. [Arlen Specter](#) (R) by 31 percentage points in a [Republican primary](#) matchup. In that survey, however, 33 percent of respondents said they were "undecided" on whom they would support.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Slamming the Door" (Radio)

*(Door bell)*



[Click Here To Hear RealAudio™ Of "Slamming the Door"](#)

More On This Race  
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[Tip Sheet](#)

**WOMAN:** It's nice to be able to trust your elected officials. To let them into your confidence. And then some slam the door on your expectations.

*(Door slams shut)*

Pat Toomey told seniors: no senior should face unacceptable choices between medicine and other necessities. Then on November 22nd, he voted against the Medicare bill and its prescription coverage for sick seniors who cannot afford their medicines.

*(Door slams shut)*

Pat Toomey slammed the door on President Bush -- who championed the Medicare bill -- and every other Republican member of Congress from Pennsylvania.

Just like he slammed the door on increased benefits for our men and women in uniform.

*(Door slams shut)*

Like he turned his back on steel jobs and slammed the door on the Pennsylvanians who need him most.

*(Door slams shut)*

When people's futures are on the line, promises must be kept. Call Pat Toomey at (610) 439-6330. Tell him he must keep his promises -- to seniors, to our men and women in uniform and to us.

Paid for by Republican Main Street Partnership.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Specter Ad Depicts Twin Towers Collapse

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Nov. 26, 2003

Sen. [Arlen Specter](#), R-Pa., unveiled a new TV ad earlier this month showcasing his record as both a "tough Philadelphia DA" and as a senator "leading the charge to hunt down terrorists who murder Americans abroad."

The 30-second spot, "America Attacked," opens with scenes from Sept. 11. The World Trade Center is shown falling as an announcer says, "With America under attack, more than ever we need Senator Arlen Specter." The ad details Specter's support for the Terrorist Death Penalty Act ([S. 1604](#)) and concludes by highlighting Specter's relationship with **President Bush**

Specter aired a similar ad in September, a [radio spot](#) that also referenced the Sept. 11 attacks. That ad, "Courage," followed criticisms from Rep. [Pat Toomey](#), R-Pa., that Specter is not a true conservative. Toomey is challenging Specter in next year's GOP Senate primary. A [Quinnipiac University poll](#) conducted in October shows that among Republicans, Specter holds a double-digit lead.

Consultant **Chris Mottola** produced "America Attacked," which began airing statewide Nov. 5.

To date, only a handful of ads featuring scenes of the WTC collapse have popped up around the country. In Oct. 2001, New Jersey gubernatorial hopeful **Bret Schundler** (R) showed Ground Zero rescue images in a campaign [spot](#). And last month, a Sierra Club [commercial](#) urging Bush to clean up dust from the collapse showed people running from the site.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "America Attacked" (TV)

**ANNOUNCER** [v/o]: With America under attack, more than ever, we need Senator Arlen Specter.

Arlen Specter, the tough Philadelphia DA -- a lifetime fighting violent crime.



[Click Here To See  
RealVideo™ Of  
"America  
Attacked"](#)

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He offered the Terrorist Death Penalty Act, and is leading the charge to hunt down terrorists who murder Americans abroad.

Pennsylvania's Arlen Specter -- courage, clout, conviction. Fighting and winning for Pennsylvania and America.

*(On screen: Endorsed by President Bush)*

**ARLEN SPECTER:** This is Arlen Specter, and I've authorized this message.

*(On screen: Arlen Specter; Paid For By Citizens For Arlen Specter)*

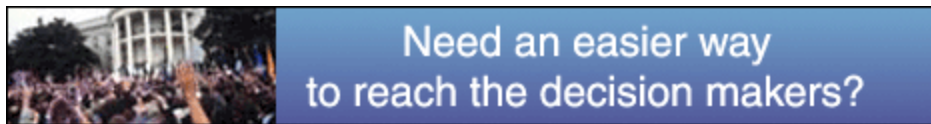
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2003 POLITICAL ADS

## Group Questions Toomey's Conservatism

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Monday, Nov. 10, 2003



[Click Here To  
Hear RealAudio™  
Of "Wild Dash to  
the Right"](#)

A new radio ad from the centrist Republican Main Street Partnership questions the true conservative nature of Pennsylvania Sen. [Arlen Specter](#)'s (R) most ardent primary challenger.

More On This  
Race  
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As race car tires squeal in the background, an announcer tells listeners he's at Pennsylvania's Nazareth Speedway, watching Rep. [Pat Toomey](#) (R) "make a wild dash to the right." The announcer notes that Toomey "says he's a family guy, but he actually voted against" Illinois Sen. [Henry Hyde](#)'s (R) failed [amendment](#) to the [1999 Juvenile Crime Bill](#), which would have prohibited "the sale of explicit sexual material to children under 17."

Toomey's votes "against raising the salaries of our combat men and women" and "against better military housing and medical care" also are criticized. And listeners hear a race car crash as the announcer says Toomey has "waffled so many times on protecting our steel industry, we have nothing left to protect."

The ad closes by asking listeners to call Toomey and encourage him "to stop voting against our men and women in uniform."

Partnership spokeswoman **Kerry Kantin** said "Wild Dash to the Right" was produced by Sandler-Innocenzi. Debuting today, the spot will air for one week on WAEB-AM in Allentown, Pa. The Harrisburg *Patriot-News* [reported](#) that the \$9,000 the Partnership is spending to air the spot marks the first time the group "has aired negative commercials and signals an effort to counter attacks against moderates."

In its previous [commercials](#), the Partnership has defended other Republicans and called on Congress to reach a compromise on Medicare.

Both Specter and Toomey already have been [on the air](#) in this [race](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Wild Dash to the Right" (Radio)

*(race car noises)*

**ANNOUNCER** [over loudspeaker]: We're here at Nazareth Speedway, watching Pat Toomey make a wild dash to the right. That's right. Pat Toomey is running like crazy towards the conservative team, despite a record that would make any real conservative scream in pain.

Pat Toomey says he's a family guy, but he actually voted against Henry Hyde's amendment to prohibit the sale of explicit sexual material to children under 17. Pat Toomey calls himself a supporter of our men and women in uniform, but he voted twice against raising the salaries of our combat men and women, twice against better military housing and medical care. And he's waffled so many times on protecting our steel industry, we have nothing left to protect.

*(sound of race car screeching to a halt and crashing)*

Call Pat Toomey at (610) 439-6330. Tell him if he wants to sound like a conservative, he's got to stop voting against our men and women in uniform.

Paid for by the Republican Main Street Partnership.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Specter Answers Toomey's Liberal Pounding

By [Christy Setzer](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Sept. 3, 2003

Both Sen. [Arlen Specter](#), R-Pa., and his GOP challenger, Rep. [Pat Toomey](#), R-Pa., unveiled ads during the past week as Specter looks to answer Toomey's repeated charge that the incumbent is too liberal for Pennsylvania.

Specter's radio ad, which hit the airwaves last Monday, portrays him as tough on crime and terrorism. Calling Specter a senator with "courage, clout and conviction," the 60-second ad sketches Specter as a former "tough Philadelphia DA" who continues to take down evil-doers in his current job in the U.S. Senate. Endorsements from **President Bush**, Vice President **Dick Cheney** and fellow Pennsylvania Sen. [Rick Santorum](#) (R) attempt to highlight Specter's national standing among Republicans.

Meanwhile, Toomey on Tuesday unveiled "The Worst," a 60-second radio ad that references a *National Review* [article](#) calling Specter "the worst Republican senator" for his "liberal voting record." The ad links Specter's votes to those of Senate Minority Leader [Tom Daschle](#), D-S.D., and Sens. [Hillary Rodham Clinton](#), D-N.Y., and [Edward Kennedy](#), D-Mass.

"The Worst" was produced by Red Sea LLC, while "Courage" was produced in-house by the Specter campaign. Both ads are running statewide on the same stations.

In addition, the Toomey campaign last week bought air time during the "Rush Limbaugh Show" for ["Running,"](#) a radio spot from June that also focuses on Specter's record. Although Specter campaign manager **Chris Nicholas** said that "Courage" was not a response to the older Toomey ad, the Specter campaign did consciously buy air time on the same stations where the Toomey ad is running -- then doubled the money behind it. Nicholas said that the Toomey campaign had spent approximately \$20,000 to \$25,000 per week on "Running"; the Specter campaign spent about \$40,000 to \$50,000 per week on "Courage."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

[Script of "Courage" \(Radio\)](#)



[Click Here To Hear RealAudio™ Of "Courage"](#)

[Click Here To Hear RealAudio™ Of "The Worst"](#)

**More On This Race**  
[Previous Ads](#)  
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[Tip Sheet](#)

**ANNOUNCER:** With America under attack, more than ever we need a senator with courage, clout and conviction. We need Pennsylvania's Republican Senator Arlen Specter.

Arlen Specter, the tough Philadelphia DA, who went on to write the landmark Armed Career Criminal Act. Arlen Specter, who for nearly two decades has warned us about the threat of terrorism. Arlen Specter, who wrote the law that authorizes the death penalty for terrorists. Arlen Specter, who's taking on the bureaucrats to expose and shut down fake Islamic fronts who give money to terrorists. And it's Arlen Specter who's leading the charge to arrest terrorists who murder Americans abroad and bring them back to justice in the USA.

It's why President Bush, Vice President Cheney, Senator Rick Santorum and Republicans across Pennsylvania proudly endorse Senator Arlen Specter for re-election. Pennsylvania's Arlen Specter. Courage, clout, conviction. Fighting and winning for Pennsylvania and America.

**ARLEN SPECTER:** This is Senator Arlen Specter, and I authorized this message.

### Script of "The Worst" (Radio)

**ANNOUNCER:** America's leading conservative news magazine, *National Review*, recently called Arlen Specter the worst Republican senator. Why would they say that?

Because for 22 years, Arlen Specter has compiled one of the most liberal voting records of any Republican senator. Specter voted with Tom Daschle to shrink the Bush tax cut. That's liberal. Specter voted with Hillary Clinton against medical malpractice reforms and joined Ted Kennedy to allow human cloning. And, amazingly, Specter voted to subject American troops to trial in an international criminal court. That's really liberal.

Finally, there's a conservative alternative. Pat Toomey is a three-term Republican congressman. Toomey led the fight for the Bush tax cut, and Toomey's rated the best congressman at cutting government waste.

Pat Toomey -- a new conservative leader for Pennsylvania.

**PAT TOOMEY:** I'm Pat Toomey, and I authorized this message.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Toomey Ads Hit Specter's 'Liberal' Record

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, June 25, 2003

Rep. [Pat Toomey](#) (R) launched his [challenge](#) to Pennsylvania's senior senator with a pair of TV and radio ads touting his own status as the "conservative alternative."

Citing a *National Journal* [article](#), an announcer in the TV ad says incumbent [Arlen Specter](#) (R) has "one of the most liberal records of any Republican senator." Toomey, the ad continues, offers "a conservative alternative," having "led the fight for the Bush tax cut" and being rated by Citizens Against Government Waste as "the No. 1 Pennsylvania congressman."

The radio ad touches on many of the same themes, this time with Toomey himself also addressing listeners. Toomey says he believes "in the conservative principles of limited government, personal freedom and traditional values," which are now "blocked in the Senate by liberal Republicans who side with the Democrats." These challenges, Toomey says, have prompted him to run for Senate.

Campaign Press Secretary **Joe Sterns** said that Red Sea LLC produced the spots, both of which went on the air Monday in the Harrisburg, York and Lancaster media markets.

Specter announced in December that he would seek his fifth Senate term. *The Hotline's* **Chuck Todd** [wrote](#) that he is "just not convinced that Toomey's going to have the money to beat Specter," and the *Cook Political Report* has rated this race as a "solid Republican" contest. Democratic Rep. [Joe Hoeffel](#) also is reportedly considering a bid.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Conservative" (TV)

**ANNOUNCER** [v/o]: For 22 long years, Arlen Specter has compiled one of the most liberal records of any Republican senator.

(On screen: Arlen Specter; 1980; 1986; 1992; 1998; "Second most liberal Republican senator" -- source: 2003 National Journal)



[Click Here To See  
RealVideo™ Of  
"Conservative"](#)



[Click Here To  
Hear RealAudio™  
Of "Running"](#)

**More On This  
Race**  
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Finally, there's a conservative alternative. Pat Toomey is a three-term conservative Republican congressman. Toomey led the fight for the Bush tax cut, and Citizens Against Government Waste rated Toomey the No. 1 Pennsylvania congressman.

*(On screen: Toomey Rated #1 on Cutting Wasteful Spending)*

Pat Toomey. A new conservative leader for Pennsylvania.

*(On screen: Pat Toomey for U.S. Senate; Paid For By Toomey For Senate;  
www.pattoomey.org)*

**PAT TOOMEY** [v/o]: I'm Pat Toomey, and I authorized this message.

### Script of "Running" (Radio)

**ANNOUNCER**: Are you tired of seeing Republicans in Washington vote with the liberal Democrats? For 22 long years, Pennsylvania's Arlen Specter has compiled one of the most liberal records of any Republican senator.

Finally, there's a conservative alternative. Pat Toomey is a three-term conservative Republican congressman. Toomey led the fight for the Bush tax cut, and Citizens Against Government Waste rated Pat Toomey the No. 1 Pennsylvania congressman. Listen to Pat Toomey.

**PAT TOOMEY**: I believe in the conservative principles of limited government, personal freedom and traditional values. In Congress, I've cut wasteful Washington spending and led the fight for the Bush tax cut. But our principles are blocked in the Senate by liberal Republicans who side with the Democrats. That's why I'm running for the United States Senate.

**ANNOUNCER**: Pat Toomey. A new conservative leader for Pennsylvania.

**PAT TOOMEY**: I'm Pat Toomey, and I authorized this message.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## Condon Hits Dems On USA PATRIOT Act

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Monday, Jan. 26, 2004



[Click Here To See  
RealVideo™ Of  
"Law"](#)

Former South Carolina Attorney General **Charlie Condon** (R) takes a tough stand against crime, terrorists and "**Howard Dean Democrats**" in his Senate campaign's second ad.

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Race**  
[Previous Ads](#)  
[Latest Polls](#)  
[Tip Sheet](#)

The commercial, which attempts to tie Condon's law enforcement experience to homeland security needs, opens with an announcer touting the candidate's South Carolina record. "Condon ended plea bargaining and led the fight to abolish parole," and as a result, the ad claims, "violent crime went down seven years in a row."

As he appears on screen, Condon then makes an inferred reference to the [USA PATRIOT Act](#), saying the "Dean Democrats would remove the new law enforcement tools that are preserving our homeland security." Americans should ignore these ideas, Condon urges from a lectern, because every tool should be used "to stop the terrorists before they strike again."

A Condon campaign spokeswoman said that "Law" began airing statewide Jan. 20. A radio spot with the same message is also on the air. According to a campaign press release, the launch was planned to coincide with **President Bush's** [State of the Union speech](#), in which he urged Congress to renew the USA PATRIOT Act.

Red Sea LLC is Condon's media consultant.

Earlier this month, Condon launched his [first campaign ad](#), in which he also made reference to "Howard Dean Democrats." Developer **Thomas Ravenel** (R) is the only other South Carolina Senate candidate [on the air](#) so far.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Law" (TV)

*(On screen: Charlie Condon; U.S. Senate)*

**ANNOUNCER** [v/o]: As attorney general, Charlie Condon ended plea bargaining and led the fight to abolish parole. Under Condon's tough approach, violent crime went down seven years in a row.

**CHARLIE CONDON:** The Howard Dean Democrats would remove the new law enforcement tools that are preserving our homeland security. They're just wrong. We have to use every tool to stop the terrorists before they strike again.

*(On screen: Stand Up For Freedom; Charlie Condon; U.S. Senate; Paid For By Condon For Senate)*

**CHARLIE CONDON** [v/o]: I'm Charlie Condon, and I approve this message because it's time to stand up for freedom.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## Condon Criticizes 'Howard Dean Democrats'

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, Jan. 9, 2004

In his first Senate campaign ad, former South Carolina Attorney General **Charlie Condon** (R) takes the Democratic White House front-runner to task for not supporting the White House's foreign policy agenda.

Condon narrates the ad as if he were addressing a group of constituents, although no assembled crowd is shown in the spot. Standing behind a podium flanked with American and South Carolina flags, he says the war on terrorism is "the calling of our time." America must fight this battle both at home and abroad, Condon says, but "the [Howard Dean](#) Democrats oppose America taking the fight to **Saddam Hussein** and terrorist havens overseas." They're "just wrong," Condon adds.

*Roll Call* [reported](#) that Condon's spot is the first by a GOP Senate candidate to mention Dean, who was shown narrowly leading the Democratic pack in South Carolina by a December [American Research Group poll](#).

A spokeswoman for the campaign said "Freedom" went on the air Wednesday in a "substantial" six-figure buy. The ad currently is running statewide on cable stations, she said, and the campaign intends to run the ad on broadcast eventually.

Red Sea LLC is Condon's media consultant.

Condon is not the first candidate in this race to go on air. In September, developer **Thomas Ravenel** (R) debuted a [two-minute TV spot](#) highlighting his family's political history and his commitment to job creation. Condon, Ravenel and a handful of other Republicans will compete in the [June 8 primary](#).

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Freedom" (TV)

*(On screen: Charlie Condon; U.S. Senate)*



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RealVideo™ Of  
"Freedom"](#)

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Race  
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[Latest Polls](#)  
[Tip Sheet](#)

**CHARLIE CONDON:** The war on terrorism is the calling of our time. We need to target terrorists operating inside America. But this war can't be fought only within our shores.

The Howard Dean Democrats oppose America taking the fight to Saddam Hussein and terrorist havens overseas. They're just wrong.

This year, America has a choice to make. I say we stand up for freedom.

*(On screen: Stand Up For Freedom; Charlie Condon; U.S. Senate; Paid For By Condon For Senate)*

**CHARLIE CONDON** [v/o]: I'm Charlie Condon, and I approved this message.

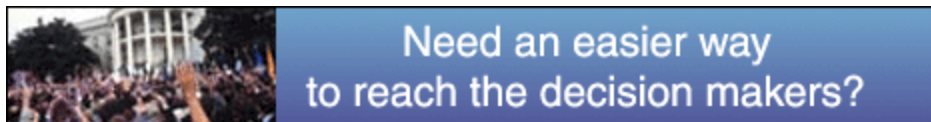
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2003 POLITICAL ADS

## **Ravenel Opens With Family-Filled Spot**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Sept. 24, 2003



[Click Here To See  
RealVideo™ Of  
"Introduction"](#)

Developer and South Carolina Senate hopeful **Thomas Ravenel** (R) opened his media campaign this month with a two-minute television spot highlighting his family's political history, his state heritage and his commitment to job creation.

**More On This  
Race**  
[Latest Polls](#)  
[Tip Sheet](#)

The ad begins with Ravenel recapping his education in South Carolina's public school system and at the Citadel. Ravenel's mother, **Louise**, then says that her son is "more sensitive to the concerns of other people" due to his growing up with a mentally retarded brother, while sister **Renee Brockington** calls her brother "a great leader" who "loves his state." Ravenel's uncle also praises the candidate.

Two local businessmen also sing the Republican's praises in the spot. **Bill Beauchene** calls Ravenel "a man of his word" who "understands the needs of the small businessman." **Chuck Smith** says that his company's 20 employees "wouldn't be where we are today without Thomas."

The spot also features several appearances from former Rep. **Arthur Ravenel Jr.** (R), the candidate's father, who served in the U.S. House from 1987 to 1995 and sought the GOP gubernatorial nomination in 1994. The elder Ravenel calls his son "a very determined young fellow" who is proud of his ability to create jobs through his development firm.

Ravenel spokesman **Chris Wustrow** said that "Introduction" began airing Sept. 2 in all seven of South Carolina's media markets in a \$346,000 buy. **Tom Perdue** of the Atlanta-based Perdue Group is Ravenel's media consultant.

On Aug. 4, incumbent [Ernest Hollings](#) (D) announced that he would retire at the end of his current term. Ravenel will face at least three other contenders in the June 8, 2004, [GOP primary](#), and three Democratic candidates have also thrown their hats into the ring so far.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Introduction" (TV)**

*(On screen: Paid For By Ravenel For Senate; Approved By Thomas Ravenel)*



**THOMAS RAVENEL:** I'm Thomas Ravenel, and I'm running for the United States Senate. I'm a true son of South Carolina. I went to public schools here. I went to the Citadel, and I earned my MBA from the University of South Carolina.

South Carolina is my home. My business is here.

*(On screen: sign reading "330 Ravenel Development Corporation")*

My church is here. My family is here.

*(On screen: Arthur Ravenel, Jr., father)*

**ARTHUR RAVENEL JR.:** Family is very important to Thomas. He's a very determined young fellow, and he works very hard. When he puts together one of his projects, that creates work for lots of people, and Thomas is proud of that.

**THOMAS RAVENEL:** Most everyone is aware of my father's public service, but my mother is also a tireless public servant.

*(On screen: Louise Ravenel, mother)*

**LOUISE RAVENEL:** I've just been so blessed with having six wonderful children. To have a brother that was severely retarded certainly made Thomas more sensitive to the concerns of other people. I think he'll be a wonderful U.S. senator, and I'm very, very proud of him.

**THOMAS RAVENEL:** Now, I intend to carry my family's legacy of public service into a new generation.

*(On screen: Renee Brockington, sister)*

**RENEE BROCKINGTON:** Thomas and I work together, so I probably know him the best. He is a great leader. He loves his state.

*(On screen: Bill Beauchene, businessman)*

**BILL BEAUCHENE:** Thomas is a man of his word. He understands the needs of the small businessman. Thomas will make an excellent senator.

*(On screen: Chuck Smith, businessman)*

**CHUCK SMITH:** At Appliance Towne, we have two stores. We have 20 people employed. We wouldn't be where we are today without Thomas.

*(On screen: Edward Ravenel, uncle)*

**EDWARD RAVENEL:** We think he'll make a fine senator. We sure are pulling for him.

**THOMAS RAVENEL:** As I begin this campaign, I want to know what's on your mind. Call me and tell me what issues are most important to you. I invite you to become a partner in my campaign. I ask you to elect me to the United States Senate, and as your United States senator, I will honor our partnership each and every day.

*(On screen: 866-868-3604; Call Toll-Free)*

**THOMAS RAVENEL** [footage of Ravenel speaking to various crowds]: Small business is the engine that drives our economy. We need tort reform. We've got to cut taxes.

**THOMAS RAVENEL:** I'm Thomas Ravenel, and I'm running for the United States Senate

**ARTHUR RAVENEL JR.:** You tell 'em, Thomas

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## **Ad Paints Daschle As Health Care Crusader**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Jan. 7, 2004



[Click Here To See  
RealVideo™ Of  
"Denbrook"](#)

Re-election ads for Senate Minority Leader [Tom Daschle](#), D-S.D., went back on the air this week, coinciding with former South Dakota Rep. **John Thune**'s (R) decision to enter the race.

**More On This  
Race**  
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[Latest Polls](#)  
[Tip Sheet](#)

Daschle's latest ad tells the story of **Garnet Denbrook**, a Brookings, S.D., resident with a "serious heart condition" who says she was "devastated" when she learned she might be dropped from her health insurance. Denbrook tells viewers she called Daschle for help because her provider "used a technicality that was such small print that it was something that the ordinary person would never understand." These tactics "just made us all the more determined to confront the insurance company on her behalf," Daschle says, adding that his efforts eventually got the insurers "to change their mind" about stopping coverage. Denbrook calls the senator's efforts "above and beyond the call of duty."

*Roll Call* [reported](#) that the 60-second spot went on the air Monday, in anticipation of Thune's announcement that he would challenge Daschle in [November](#). Thune narrowly lost a challenge to Sen. [Tim Johnson](#), D-S.D., in [2002](#).

The Daschle campaign "plans to stay on the air continuously through Election Day," according to *Roll Call*. The campaign began airing [re-election ads](#) in July.

Struble Eichenbaum Communications is Daschle's media consultant.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Denbrook" (TV)**

**GARNET DENBROOK** [v/o]: Dear Senator Daschle, I am sending you information regarding my predicament.

*(On screen: Senator Tom Daschle)*

**TOM DASCHLE:** Garnet Denbrook has a serious heart condition. She contacted our office to tell us that she could be dropped from her insurance.

*(On screen: Garnet Denbrook, Brookings, SD)*

**GARNET DENBROOK:** I was devastated. I could not believe it.

**TOM DASCHLE:** Just at the time when you need health insurance the most, sometimes you can get dropped. Or sometimes the premiums go up so high you can't afford them. That's wrong.

**GARNET DENBROOK:** They used a technicality that was such small print that it was something that the ordinary person would never understand.

**TOM DASCHLE:** It just made us all the more determined to confront the insurance company on her behalf, to get them to understand how big a mistake it would have been to drop her from their health insurance. We got them to change their mind.

**GARNET DENBROOK:** What Tom Daschle did for me was wonderful. Above and beyond the call of duty. Thank you with all my heart.

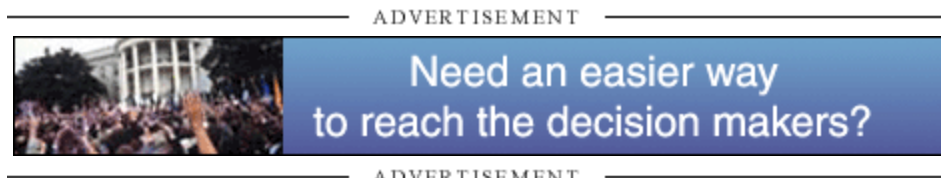
**TOM DASCHLE:** I'm Tom Daschle, and I approve of this message to the people of South Dakota.

*(On screen: Approved By Tom Daschle And Paid For By A Lot Of People Supporting Tom Daschle Committee)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## **GOP Says Daschle Lacked Energy Bill 'Clout'**

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Dec. 3, 2003



[Click Here To  
Hear RealAudio™  
Of "Clout"](#)

A new radio ad from the South Dakota Republican Party criticizes Senate Minority Leader [Tom Daschle](#), D-S.D., for failing to deliver the Democratic votes needed to pass the energy bill.

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Race**  
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An announcer bemoans the failure of what she calls this year's "ethanol bill," saying that passage of [H.R. 6](#) "could have meant a lot of new jobs for South Dakota" and "would have created new markets for our farmers." Daschle "couldn't even get one third of his Senate Democrats to support the bill," the ad goes on, blaming this defeat on Daschle's dearth of Hill "clout." The voice then encourages listeners to call the senator "and tell him to deliver for South Dakota."

In a Nov. 21 [roll call vote](#), Senate Majority Leader [Bill Frist](#), R-Tenn., failed to garner the 60 votes needed to invoke cloture on the energy omnibus bill's [conference report](#). Prior to the vote, Daschle announced that he would support the measure but would not pressure members of his caucus to do likewise. Senators are expected to revisit the issue when the chamber reconvenes next year for the second session of the 108th Congress.

South Dakota Republican Party Executive Director **Jason Glodt** said that **John Wiik** of Winking Bull Productions produced "Clout," which went on the air Monday on "agriculture-related radio stations" throughout the state. Glodt noted that the initial week-long ad buy is for "at least" \$5,000, although he said the run would likely exceed that time frame and dollar amount.

A [Mason-Dixon poll](#) conducted last month showed Daschle leading potential challenger **John Thune** (R) 50 percent to 44 percent in a [general election](#) matchup. To date, however, no candidate has publicly announced a 2004 challenge to Daschle.

Months before the most recent vote in the energy debate, Daschle went on the air plugging his own work on ethanol. In the first [ad](#) of his 2004 re-election bid, Daschle showcased words of praise from "several South Dakota men involved in various aspects of ethanol manufacturing."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

**Script of "Clout" (Radio)**

**RANDY FREDERICK:** The Republican Party of South Dakota paid for this ad and is responsible for its content.

**ANNOUNCER:** Passing the ethanol energy bill in Congress could have meant a lot of new jobs for South Dakota, and it would have created new markets for our farmers.

Tom Daschle had the opportunity to deliver for us, but he didn't. When it counted, he couldn't even get one third of his Senate Democrats to support the bill.

If Daschle has clout, he would have delivered. Call Tom Daschle and tell him to deliver for South Dakota.

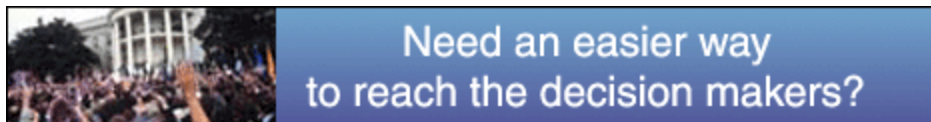
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2003 POLITICAL ADS

## Daschle Tells Story Of Health Care Advocacy

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Oct. 15, 2003

In his latest re-election campaign ad, Senate Minority Leader [Tom Daschle](#), D-S.D., talks about a South Dakota family he helped in a time of medical need.

**Gloria** and **Paul Perrizo** relate the story of their son **Zach**, who was injured in a serious dirt bike accident. The ad's announcer says "the insurance company refused to pay" the family's medical bills. But within weeks of sending a letter to Daschle, "he was writing letters on our behalf," says Gloria. Daschle notes that sometimes "it's almost impossible for somebody in South Dakota to get the attention of a big corporation," so he "contacted the insurance company and got the job done."

In the closing scene, Gloria offers that while they are not major contributors to the minority leader's campaign, her family "had a sense that Senator Daschle would help us, and he did."

A spokeswoman for the campaign said that "Perrizo," which was produced by Struble Eichenbaum Communications, went on the air Oct. 8 in the Sioux Falls media market. On that same date, Daschle began running another [TV spot](#) focused on forestry issues in the Rapid City area.

No candidate has yet announced a [2004 challenge](#) to Daschle, although former Rep. **John Thune**, R-S.D., is rumored to be considering a bid. As things currently stand, the *Cook Political Report* has [rated](#) this [race](#) as a likely win for the Democrats.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Perrizo" (TV)

*(On screen: Perrizo Family; Valley Springs, SD)*

**GLORIA PERRIZO:** Last September, Zach was involved in a dirt bike accident. He broke one ankle and shattered another ankle, and the prognosis was he may lose his right foot.



[Click Here To See  
RealVideo™ Of  
"Perrizo"](#)

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**ANNOUNCER** [v/o]: Zach made it through the surgery OK, but the next day the insurance company refused to pay the Perrizos' bills.

**GLORIA PERRIZO**: It was just so unfair.

**PAUL PERRIZO**: We pay our premiums, we do everything we're supposed to do, and they actually can cancel you.

**GLORIA PERRIZO**: We sent a letter on September 24th to Senator Daschle, and already within the first week of October, he was writing letters on our behalf.

**TOM DASCHLE**: Sometimes I think it's almost impossible for somebody in South Dakota to get the attention of a big corporation. They needed somebody who could stand up for them. We contacted the insurance company and got the job done.

**GLORIA PERRIZO**: We're not major contributors to his campaign. We're not a powerful family in the area or anything like that, but I just had a sense that Senator Daschle would help us, and he did.

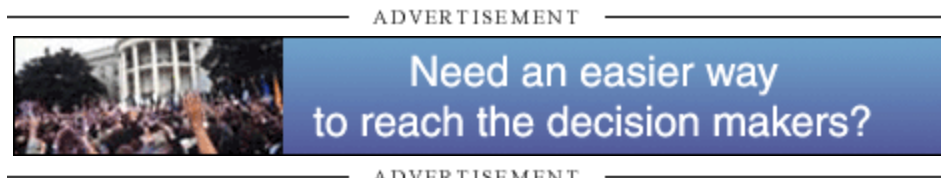
**TOM DASCHLE**: I'm Tom Daschle, and I approve of this message.

*(On screen: Approved By Tom Daschle And Paid For By A Lot Of People Support Tom Daschle Committee)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Daschle Talks Trees With S.D. Residents

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Oct. 14, 2003

Senate Minority Leader [Tom Daschle](#), D-S.D., plays up his commitments to both environmental health and community involvement in the third TV spot of his 2004 re-election campaign.

Daschle tells viewers that he sees the importance in having "local input on forestry issues." Black Hills artist and property owner **Dale Lamphere** says that he does his part to "make the land safe from fire" and that he appreciates "the fact that Tom has taken a leadership position" in ensuring federal land protections.

Daschle describes how forest thinning has improved the environment's health, and Lamphere touts the senator's work as an intermediary between "local people" and the federal government. "Thank goodness Tom's in a position where he can make the federal government listen to what we need here in South Dakota," Lamphere says.

A spokeswoman for the campaign said that "Timber," produced by Struble Eichenbaum Communications, went on the air Oct. 8 in the Rapid City media market.

Daschle's previous [TV ads](#) focused on his plans to reform the state's ethanol production system and health care benefits for National Guard members.

In August, the *Cook Political Report* [rated](#) this [race](#) as a likely Democratic win -- subject to change if former Rep. **John Thune** (R), who lost a 2002 campaign to Sen. [Tim Johnson](#), D-S.D., mounts a challenge to Daschle next fall.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Timber" (TV)

**TOM DASCHLE:** I think it's very important to have local input on forestry issues because it's at the local level where a lot of these decisions can be made best.

*(On screen: Dale Lamphere, Sturgis, SD)*



[Click Here To See  
RealVideo™ Of  
"Timber"](#)

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**DALE LAMPHERE:** As a property owner in the Black Hills, I do my part to make the land safe from fire, and I expect the federal government to do the same. And I appreciate the fact that Tom has taken a leadership position in making this possible.

*(Headline on screen: "Daschle cuts deal for S.D. forest")*

**TOM DASCHLE:** Thinning was needed in part because the pine bark beetle is now becoming a threat to the entire Black Hills. The beetle was destroying the forest, and as it destroyed the forest, it was creating a real risk of fire.

**DALE LAMPHERE:** Tom Daschle's done three things. He brought local people to the table to hammer out an agreement, and then he took that agreement and turned it into federal legislation, and he found the funds to begin the thinning process.

*(Headline on screen: "Legislation approved to permit forest thinning")*

Thank goodness Tom's in a position where he can make the federal government listen to what we need here in South Dakota.

**TOM DASCHLE:** I'm Tom Daschle, and I approve of this message to the people of South Dakota.

*(On screen: Approved By Tom Daschle And Paid For By A Lot Of People Support Tom Daschle Committee)*

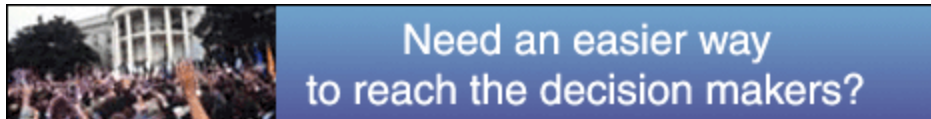
*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Daschle Plugs Benefits Plan In Second Ad

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Tuesday, Aug. 19, 2003



[Click Here To See  
RealVideo™ Of  
"TriCare Prime"](#)

Senate Minority Leader [Tom Daschle](#), D-S.D., emphasizes his military background and his plan to improve health benefits for National Guard members in the second ad of his re-election campaign.

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[Tip Sheet](#)

**Craig Towns**, president of the South Dakota National Guard Enlisted Association, says in the 60-second TV spot that after serving on active duty, national guardsmen "come home and worry about their family being taken care of medically." Daschle appears on screen and describes TriCare Prime, a program he sponsored to amend [S. 1050](#), which has been passed by the Senate and would "provide health insurance for guard families." Along with a telephone number, the words "Support Guard Health Insurance" appear on screen.

Towns also says that because Daschle "served in uniform himself during the Vietnam era," he "has a feeling of what soldiers and airmen go through" and can use his leadership as "a great asset for the state."

A spokeswoman for the campaign said that "TriCare Prime" went on the air Thursday in the Rapid City media market. It was produced by Struble Eichenbaum Communications.

In July, Daschle went [on the air](#) promoting the Energy Omnibus Bill, which would increase South Dakota's lucrative ethanol production. Earlier this month, the Club for Growth [criticized](#) Daschle on the air for his opposition to **President Bush's** tax-cut plan.

Although no Republican has officially announced a bid to [challenge](#) Daschle in 2004, Rep. [Bill Janklow](#), former Rep. **John Thune** and businessman **Neal Tapio** are mulling the race.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "TriCare Prime" (TV)

*(On screen: Craig Towns, Pres., SD National Guard Enlisted Assoc.)*

**CRAIG TOWNS:** We've had people called up and deployed, left their families, left their homes within 48 hours, leaving behind children, jobs, communities. Then they have to come home and worry about their family being taken care of medically.

*(On screen: Senator Tom Daschle)*

**TOM DASCHLE:** When I heard that National Guardsmen, South Dakota Guardsmen and women, actually got benefits when they went to war and lost benefits when they came home to peace, I couldn't believe it.

I introduced legislation that simply said regardless of your circumstance, you're going to be eligible for health insurance. We call it TriCare Prime.

**ANNOUNCER** [v/o]: The Senate passed Daschle's plan to provide health insurance for guard families. Now Tom needs our help to make it law.

*(On screen: Support Guard Health Insurance; Call 1-866-213-5200)*

**CRAIG TOWNS:** I know Tom served in uniform himself during the Vietnam era. He has a feeling of what the soldiers and airmen go through, and it's a great asset for the state of South Dakota to have such a well-recognized leader in the Senate.

**TOM DASCHLE:** I'm Tom Daschle, and I approve of this message.

*(On screen: Approved By Tom Daschle and Paid For By A Lot Of People Supporting Tom Daschle Committee)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Group Slams Daschle For Tax Cut Opposition

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Thursday, Aug. 7, 2003



[Click Here To See  
RealVideo™ Of  
"Foxhall Road"](#)

To coincide with Senate Minority Leader [Tom Daschle](#)'s (D) annual driving trip across his home state of South Dakota, the Club For Growth went on the air today questioning the senator's recent purchase of a Washington home.

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"It's a long way from Aberdeen to Foxhall Road," the spot's announcer says as a picture of Daschle's new home on Washington's Foxhall Road comes into view. Worth \$2 million, the announcer says, the home provides Daschle with "a great place to entertain Hollywood liberals, politicians and lobbyists."

The commercial closes with the announcer saying that Daschle's Washington neighbors may not mind that he opposes tax cuts. "But we sure can use it here in Aberdeen," adds **Wayne Greenfield**, an Aberdeen resident. Daschle is also from Aberdeen.

According to a Club for Growth release, "Foxhall Road" hit the air today on broadcast stations in the Sioux Falls media market and on cable outlets throughout the state. *Roll Call* [reported](#) that the spot would run in Sioux Falls throughout the August congressional recess in a buy costing approximately \$50,000.

Red Sea LLC produced the ad.

In October, the Club For Growth ran [TV ads](#) against Democrats in six Senate races for their ties to Daschle. In January 2002, the group launched a [commercial](#) against Daschle for opposing **President Bush's** "bipartisan fight for lower taxes and more jobs."

A [poll](#) conducted last month for the National Republican Senatorial Committee showed Daschle one point ahead of former Rep. **John Thune**, R-S.D., in a potential match up for the 2004 [Senate race](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Foxhall Road" (TV)

*(In background: voices sing "Tom's house is a very, very, very big house" to the tune of Crosby, Stills, Nash & Young's "Our House")*

**ANNOUNCER** [v/o]: It's a long way from Aberdeen to Foxhall Road.

*(On screen: road sign reading "Aberdeen; Home of U.S. Senator Tom Daschle)*

This is Tom Daschle's new \$2 million house on Washington's ritzy Foxhall Road.

*(On screen: street sign for 2900 block of Foxhall Road NW)*

It's a great place to entertain Hollywood liberals, politicians and lobbyists. In Washington, Daschle opposes cutting taxes for South Dakota families. Maybe they don't want tax relief on Foxhall Road.

**WAYNE GREENFIELD** : But we sure can use it here in Aberdeen.

*(On screen: Wayne & Joyce Greenfield; Aberdeen, SD; [www.clubforgrowth.org](http://www.clubforgrowth.org), Paid For By The Club For Growth)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Daschle Fills First Ad With Ethanol Pals

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Wednesday, July 9, 2003

Seeking his fourth Senate term, Senate Minority Leader [Tom Daschle](#), D-S.D., goes on the air today with a TV ad promoting his work for South Dakota's ethanol industry.

The 60-second spot features several South Dakota men involved in various aspects of ethanol manufacturing. Corn grower **Ron Alverson** says that increased production of ethanol means "a better price and a market" for farmers, and energy consultant **Don Endres** attributes South Dakota's "robust" ethanol industry to Daschle's "hard work" in Washington to get beneficial legislation passed.

As Daschle tells viewers that he has "been fighting the ethanol fight for 25 years," an announcer says that the senator is now "close to passing new energy legislation that would triple" the state's ethanol production. Endres reappears at the end of the ad, saying the legislation could mean 10,000 new jobs for the state.

The legislation to which the spot refers is [S.14](#), or the Energy Omnibus Bill. Along with Senate Majority Leader [Bill Frist](#), R-Tenn., Daschle pushed through an amendment that, *CongressDailyAM* [reported](#), would more than double "the amount of ethanol gasoline manufacturers are required to use by 2012."

A spokesman for the campaign said that "Citizen Co-Sponsor" went on the air today in a Sioux Falls media market buy worth \$31,000. Struble Eichenbaum Communications is the campaign's media consultant.

Although no Republican has yet announced candidacy in [this race](#), former Rep. **John Thune**, Rep. [Bill Janklow](#) and businessman **Neal Tapio** are considered potential challengers.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Citizen Co-Sponsor" (TV)

(On screen: Aurora, South Dakota)



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RealVideo™ Of  
"Citizen Co-  
Sponsor"](#)

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**DON ENDRES:** This is the third ethanol plant that we've been involved with.

*(On screen: Gary Duffy, Former President SD Corn Utilization Council)*

**GARY DUFFY:** We have gone from no ethanol production and a lot of our corn being shipped out of state to growing one out of every three rows of corn for ethanol production in South Dakota.

*(On screen: Ron Alverson, Former President of SD Corn Growers Assoc.)*

**RON ALVERSON:** As a corn grower, it means a better price and a better market.

*(On screen: Don Endres, Verasun Energy)*

**DON ENDRES:** We enjoy a very robust ethanol industry in South Dakota, directly as a result of Tom's hard work in Washington.

*(On screen: Sen. Tom Daschle)*

**TOM DASCHLE:** I've been fighting the ethanol fight now for 25 years. Originally, it was in large measure the oil companies who were opposed to us. So we've always had a struggle. But at the end of the day, we've always won those fights.

**ANNOUNCER** [v/o]: Now, Tom Daschle is close to passing new energy legislation that would triple ethanol production in South Dakota.

*(Headlines on screen: "Daschle sponsors bill to boost ethanol"; "Daschle: Committee vote set for ethanol bill")*

**DON ENDRES:** Daschle's legislation could mean as many as 10,000 new jobs. That's very important to the state.

*(Headline: "Ethanol growth looms for S.D.")*

**RON ALVERSON:** There's 10 ethanol plants in South Dakota right now, and this could mean that growing to 20 to 30.

*(On screen: Map of South Dakota with 10 cities highlighted -- Aberdeen, Aurora, Big Stone City, Chancellor, Groton, Hudson, Huron, Scotland, Watertown and Wentworth)*

**ANNOUNCER** [v/o]: Call to become a citizen co-sponsor of Daschle's plan to expand ethanol.

*(On screen: Toll Free 1-866-213-5200; Approved by Tom Daschle And Paid For By A Lot Of People Supporting Tom Daschle Committee)*



**TOM DASCHLE:** I'm Tom Daschle, and I approve of this message to the people of South Dakota.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

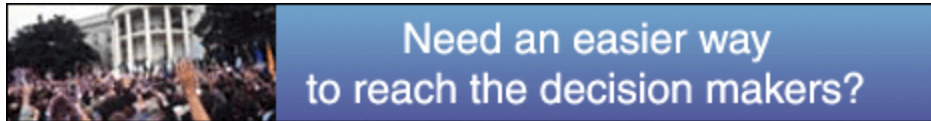
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2004 POLITICAL ADS

## Nethercutt Debuts Health Care Message

By [Gwen Glazer](#), NationalJournal.com

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Monday, April 20, 2004

Rep. [George Nethercutt](#), R-Wash., released the first ads of his Senate campaign Friday, showcasing his legislative accomplishments on health care and taxes.

In the first ad, titled "Meredith," Nethercutt's daughter **Meredith Nethercutt** walks through a park while detailing her father's career both before and during his five terms representing Washington's 5th District. She explains, "If you're looking for leaders with character, look what they did before they were elected." She cites his experience as an adoption attorney and a founder of the [Congressional Diabetes Caucus](#). The Senate hopeful joins her on screen as she says: "I have diabetes. And George Nethercutt -- he's my dad."

"Running" opens with the candidate jogging past Seattle landmarks. Nethercutt says he runs outside "to stay in shape," but he's also "running to bring strong leadership back to the U.S. Senate." Describing himself as a "leader in health care," he also says he has "voted to cut taxes for working families." He concludes, "I've been in tough races before, and won" -- alluding, according to a campaign press release, to Nethercutt's 1994 defeat of former House Speaker **Tom Foley**. The ad closes with another shot of the candidate jogging while breathlessly endorsing his message.

Communications Director **Alex Conant** said the ads began Friday and will run statewide for at least a week. He would not specify the cost of the buy. McCarthy Marcus Hennings produced the spots.

In [November](#), Nethercutt will challenge incumbent Sen. [Patty Murray](#) (D), who is running for her third term.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Meredith" (TV)

**MEREDITH NETHERCUTT:** If you're looking for leaders with character, look what they did before they were elected. George Nethercutt helped start a crisis nursery to protect abused children. He helped create thousands of families as an adoption attorney.



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RealVideo™ Of  
"Meredith"](#)

[Click Here To See  
RealVideo™ Of  
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And in Congress, he founded the Diabetes Caucus, fighting for -- and winning -- more money for research and Medicare coverage.

How do I know? I have diabetes. And George Nethercutt -- he's my dad.

*(On screen: NethercuttforCongress.com; George & Meredith Nethercutt; Approved By George Nethercutt And Paid For By Nethercutt For Senate)*

**GEORGE NETHERCUTT:** I'm George Nethercutt, and I approved this message.

### Script of "Running" (TV)

**GEORGE NETHERCUTT** [v/o]: Why do I run? Out here, I run to stay in shape.

**GEORGE NETHERCUTT** [to camera]: But across our state, I'm running to bring strong leadership back to the U.S. Senate.

In Congress, I've fought to win jobs for Washington state. I've been a leader in health care and helped strengthen Medicare. I've voted to cut taxes for working families, saving them \$1,500 a year.

I've been in tough races before -- and won.

**ANNOUNCER:** George Nethercutt for U.S. Senate.

*(On screen: NethercuttforCongress.com; Approved By George Nethercutt And Paid For By Nethercutt For Senate)*

**GEORGE NETHERCUTT:** I'm George Nethercutt, and I approved this message.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## **Darrow Says He's The 'Right Russ'**

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Friday, May 7, 2004



[Click Here To See  
RealVideo™ Of  
"The Wrong Russ"](#)

GOP Senate hopeful **Russ Darrow** debuted his first TV ad last week, attacking the voting record of incumbent Sen. [Russell Feingold](#), D-Wis., and insisting that he "is the right Russ for Wisconsin."

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In the 30-second TV ad, titled "The Wrong Russ," Darrow gets support from former Lt. Gov. **Margaret Farrow** (R), who says, "There's only one man running who can beat Russ Feingold, and that's Russ Darrow." An announcer describes the auto dealer as "a conservative, pro-life, low-tax, proud product of Wisconsin." And getting back to Feingold, Darrow tells listeners the incumbent's "votes against Wisconsin values, against America and against our president are inexcusable."

In a separate radio ad, titled "Radio Russ," Darrow says Feingold "was the only member of the U.S. Senate to vote against the PATRIOT Act. The only one." Telling listeners that the incumbent senator "said he voted against it on principle," Darrow counters, "I can't think of a principle I hold more dear than the right to life and freedom." The ad can be viewed on Darrow's campaign [Web site](#).

Consultant **Fred Davis** produced both ads, which began airing statewide on April 28.

Darrow will face attorney **Robert Lorge** (R), businessman **Tim Michels** (R) and state Sen. **Bob Welch** (R) in the [Sept. 14 primary](#).

Last month, Michels hit airwaves with a health care-themed [TV ad](#), telling Wisconsin viewers he supports legalizing prescription drugs from Canada.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "The Wrong Russ" (TV)**

*(On screen: Russ Feingold's last name crossed out and replaced with "Darrow")*

**MARGARET FARROW:** There's only one man running who can beat Russ Feingold, and that's Russ Darrow.

*(On screen: Margaret Farrow; Former Lt. Governor of Wisconsin)*

**ANNOUNCER** [v/o]: Russ Darrow is a conservative, pro-life, low-tax, proud product of Wisconsin.

**RUSS DARROW:** Russ Feingold's votes against Wisconsin values, against America and against our president are inexcusable.

I'm Russ Darrow. I'm running for U.S. Senate, and I approve this message.

*(On screen: Russ Darrow; U.S. Senate 2004; The Right Russ; www.TheRightRuss.com; Approved By Russ Darrow And Paid For By Russ Darrow For Senate, Inc.)*

### **Script of "Radio Russ" (Radio)**

**ANNOUNCER:** Paid for by Russ Darrow for Senate.

**RUSS DARROW:** Hi, I'm Russ Darrow. I'm running for the U.S. Senate, and I approve this message because I'm convinced that Russ Feingold is the wrong Russ for Wisconsin.

He was the only member of the U.S. Senate to vote against the PATRIOT Act. The only one.

He voted against creating the Office of Homeland Security. There's nothing more important to Wisconsin than keeping us safe from terrorism. Don't you think?

The PATRIOT Act jump-started our ability to defend America. Senator Feingold said he voted against it on principle. Well, I can't think of a principle I hold more dear than the right to life and freedom.

Thanks for listening. We'll talk again soon.

Russ Darrow is the right Russ for Wisconsin. The right Russ to send to the Senate. He supports President Bush and our troops. He supports the PATRIOT Act. Russ Darrow is the best choice to keep America safe.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Feingold Asks Sierra Club To Take Down Ad

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Thursday, Dec. 4, 2003



[Click Here To See  
RealVideo™ Of  
"Polluted Politics"](#)

Although Democratic Sen. [Russell Feingold](#) asked the Wisconsin chapter of the Sierra Club to take down a TV ad criticizing one of Feingold's Republican challengers, the ad will finish out its scheduled run, which ends today.

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[Tip Sheet](#)

The ad, which began airing Tuesday, contends that a [bill](#) (PDF) co-sponsored by state Sen. **Bob Welch** (R) will endanger area rivers and lakes. Calling Welch an "extremist," the ad's announcer says "big polluters and developers gave Welch's campaign almost \$300,000."

The ad closes by providing a telephone number and encouraging viewers to ask their state senators "to vote against Welch's Dirty Water Act."

Feingold's name is never mentioned. Nonetheless, Wisconsin Republican Party Chairman **Rick Graber** issued a [statement](#) calling it "the absolute height of hypocrisy" for the Democrat, who co-sponsored campaign finance reform legislation ([S. 27](#)) in 2001, "to condemn the influence of unregulated special-interest spending with a wink and a nod, while the Feingold campaign benefits from that very spending."

The *Milwaukee Journal Sentinel* [reported](#) Wednesday that Feingold asked the group to take down the ad, saying, "I believe that independent television ads that support my campaign or criticize a potential opponent are not helpful and they are unwelcome." Sierra Club spokesman **Brett Hulsey** said the ad had nothing to do with the upcoming Senate race, according to the *Milwaukee Journal Sentinel* article.

The ad aired on cable stations in Milwaukee, Madison, Racine and Kenosha, according to a [press release](#). Hulsey said that consultant **Barnaby Kerr**, who previously crafted another [advertisement](#) for the group, produced "Polluted Politics."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

**Script of "Polluted Politics" (TV)**



**ANNOUNCER** [v/o]: We love to fish and know that habitat is the key to good fishing. But extremists in the Legislature, like Senator Bob Welch, want to open up our rivers and lakes to destruction like this.

*(On screen: River and shoreline destruction photo fades to Welch photo)*

Why would Welch do this? This bill was written by developer lobbyists.

*(Headline on screen: "Lobbyists craft bill; Special interest hand heavy in regulatory rollback legislation")*

Big polluters and developers gave Welch's campaign almost \$300,000. There is a better way: protect our rivers and lakes.

*(On screen: Call your senators today at 800-362-9472. Tell them to vote against Welch's Dirty Water Act)*

Call your senators today. Tell them to vote against Welch's Dirty Water Act. Our fishing families and rivers will thank you.

*(On screen: Paid for by the Wisconsin Chapter of the Sierra Club; For more information go to [wisconsin.sierraclub.org](http://wisconsin.sierraclub.org); 608-256-0565.)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## Summers Runs On Experience In Maine-01

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Friday, June 18, 2004



[Click Here To See  
RealVideo™ Of  
"Meet Charlie"](#)

In the first TV ad of the 1st District race, Republican **Charles Summers** shares his business and military background and pledges "to stand up for a stronger Maine."

**More On This  
Race  
[Tip Sheet](#)**

In the 30-second biographical spot, "Meet Charlie," an announcer describes the candidate, a former aide to Sen. [Olympia Snowe](#), R-Maine, as "a devoted husband and father" who "lives our Maine values." If elected, the ad says Summers' top priority will be "to get on the House Armed Services Committee to protect defense jobs at Brunswick and our Bath and Kittery shipyards."

Stevens Reed Curcio produced the spot, which began airing Monday on TV stations throughout the district.

Summers will face incumbent Rep. [Tom Allen](#), D-Maine, in November.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Meet Charlie" (TV)

**ANNOUNCER** [v/o]: Meet Charlie Summers. A devoted husband and father, he lives our Maine values.

*(On screen: [www.charliesummers.us](http://www.charliesummers.us))*

A Navy reservist, Charlie Summers shares a dedication to our security with Maine servicemen and women.

A former small businessman and top aide to Senator Snowe, he knows the issues working families face every day.

Charlie Summers' top priority? To get on the House Armed Services Committee to protect defense jobs at Brunswick and our Bath and Kittery shipyards.

**CHARLIE SUMMERS:** I'm Charlie Summers. And yes, I've approved this message to stand up for a stronger Maine.

*(On screen: Charlie Summers; Congress; A Strong Independent Voice For Maine; Approved By Charlie Summers. Paid For By Summers For Congress Committee)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

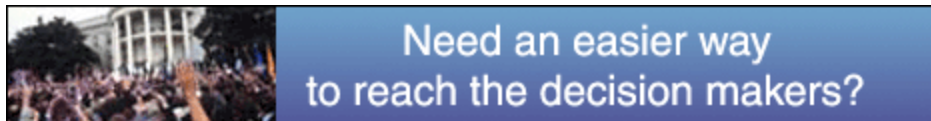
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2004 POLITICAL ADS

## **Smith Tackles Sex, Violence, Michael Moore**

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Feb. 4, 2004



[Click Here To  
Hear RealAudio™  
Of "Fight"](#)

Attorney **Brad Smith** (R) takes on "liberal judges" and violence in the media in the first ad of Michigan's 7th District race.

The radio spot, titled "Fight," opens with anti-**President Bush** sound bites from actress **Jessica Lange** and filmmaker **Michael Moore**, among others. "I despise him," Lange says of Bush. "Shame on you, Mr. Bush," Moore says. Such quotes, the ad's announcer says, are evidence that "every day, from Hollywood to Washington, our values are under assault."

**More On This  
Race**  
[Latest Polls](#)  
[Tip Sheet](#)

Smith then says he's running for Congress in order "to fight back against extreme partisan Democrats and the liberal media who impose Hollywood values on American families." Smith goes on to criticize TV shows "filled with sex and violence" and judges who "mock our values."

The announcer says the candidate "learned how Washington really works from his father" and "our congressman," Rep. [Nick Smith](#), R-Mich., who is retiring at the end of this term.

Sterling Corporation produced the 60-second ad, which will continue airing on district radio stations through Friday. Campaign spokeswoman **Sharon Williams** declined to reveal the amount of the ad buy.

The Michigan-07 filing deadline is May 11. So far, Smith and five other Republicans have indicated that they will run in the [Aug. 3](#) primary.

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Fight" (Radio)**

**AL FRANKEN:** There is a liberal bias to the media.

**NEWS ANCHOR:** Outright slammed the president.

**JESSICA LANGE** [at San Sebastian Film Festival in Spain, Sept. 25, 2002]: I despise him.

**MICHAEL MOORE** [at Academy Awards ceremony, March 23, 2003]: We are against this war, Mister Bush. Shame on you, Mister Bush.

**ANNOUNCER**: Every day, from Hollywood to Washington, our values are under assault. Ready to fight back?

**BRAD SMITH**: I'm Brad Smith. I'm running for Congress to fight back against extreme partisan Democrats and the liberal media who impose Hollywood values on American families.

**ANNOUNCER**: Republican Brad Smith. He learned how Washington really works from his father, our Congressman Nick Smith. And he's ready to fight back for us.

**BRAD SMITH**: TV is filled with sex and violence. The Internet is choked with porn. Liberal judges mock our values -- legalizing gay marriage and ruling that "under God" in the Pledge of Allegiance is unconstitutional.

**ANNOUNCER**: A father of seven children, Brad Smith is running for Congress to fight back for them so they grow up in a prosperous America and with the right values.

**BRAD SMITH**: I'm Brad Smith, and you bet I approve this message because it's a fight between our values and Hollywood values -- a fight we can't afford to lose.

**ANNOUNCER**: Paid for by Brad Smith for Congress.

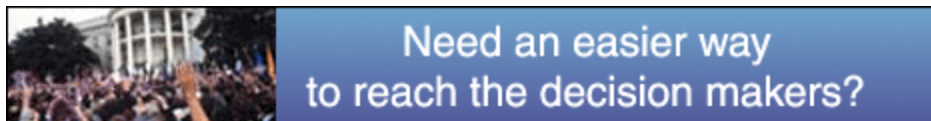
*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2004 POLITICAL ADS

## Scalise Knocks Jindal On Taxes

By [Jennifer Koons](#), NationalJournal.com

© National Journal Group Inc.

Friday, May 21, 2004



[Click Here To  
Hear RealAudio™  
Of "Stelly"](#)

In the debut radio ad in Louisiana's 1st District race, state Rep. **Steve Scalise** (R) criticizes one of his primary opponents over state tax laws.

In the 60-second spot, a man says, "When he was running for governor last year, **Bobby Jindal** [R] said he was against repealing the Stelly Plan." The plan, which voters approved in 2002, restructured state income and sales tax rates. A woman in the ad then notes that Scalise "fought this thing when it first came up" and "has a bill to repeal the Stelly tax increases." The man adds: "I'm gonna vote for Scalise this November because he fights against higher taxes."

**More On This  
Race**  
[Latest Polls  
Tip Sheet](#)

Consultant **Jim St. Raymond** produced the spot, which begins airing today on WWL in New Orleans.

According to an [article](#) in the New Orleans *Times-Picayune*, Jindal's support for the plan "was as a voter at the polls and not as a lawmaker."

Scalise and Jindal will compete with two other Republicans in a [Nov. 2 primary](#). Incumbent Rep. [David Vitter](#) (R) is running for [Senate](#).

[Ad Spotlight](#) has the latest commercials from the 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Stelly" (Radio)

**MAN:** Well, it's time to write that big check. You know that Stelly plan that's costing over \$400 in new taxes. The money we save from Bush's tax cuts is now going right to Baton Rouge.

**WOMAN:** How'd that thing pass anyway?

**MAN:** Ask Bobby Jindal. He voted for it.

**WOMAN:** No way. He said he's anti-tax.

**MAN:** Yeah. When he was running for governor last year, Bobby Jindal said he was against repealing the Stelly Plan.

**WOMAN:** I'll tell you one guy who's fought Stelly from the beginning, Representative Steve Scalise. He fought this thing when it first came up. And right now, Scalise has a bill to repeal the Stelly tax increases.

**MAN:** You know, Steve Scalise is the type of guy we need in Washington. I'm gonna vote for Scalise this November because he fights against higher taxes.

**WOMAN:** Bobby got our vote for governor, but I vote Steve Scalise to be our congressman. You won't have to worry about him voting for higher taxes in D.C.

**MAN:** Eh, chicken for dinner.... No steak tonight thanks to Bobby and his friends that voted for more taxes.

**STEVE SCALISE:** I'm Steve Scalise. I authorized and paid for this message because I want to continue the fight as your congressman.

I challenged Bobby Jindal to explain his vote for Stelly at a forum on May 19.

For more details, log onto [scaliseforcongress.com](http://scaliseforcongress.com).

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## DCCC Targets Eight GOP Reps On Rx Drugs

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, July 15, 2003



[Click Here To See  
RealVideo™ Of  
"Heather Wilson"](#)

As the House and Senate prepare for conference negotiations over new Medicare legislation, the Democratic Congressional Campaign Committee went on the air last week targeting eight Republican House members over their votes on prescription drug coverage.

**More On This  
Race  
[Latest Polls](#)**

An elderly woman addresses the camera throughout the 30-second TV spot, telling viewers that their member of Congress "supports a prescription drug plan that pushes seniors into HMOs and insurance companies." Citations from MSNBC.com, the *New York Times*, *CQ Weekly* and [H.R. 1](#), the House legislation, appear on screen as the woman says, "The Republican plan has no limits on premiums and a massive gap in coverage that will still cost many seniors thousands."

The eight versions of the spot are identical except for the names of the Republican representatives who cast the "deciding" votes in favor of the GOP prescription drug plan, according to a [July 11 DCCC press release](#).

DCCC spokeswoman **Kori Bernards** said that the eight spots debuted on Friday and will remain on the air for one week. Running in 13 media markets across eight congressional districts, the ads target:

- Rep. [Charlie Bass](#) of New Hampshire;
- Rep. [Bob Beauprez](#) of Colorado;
- Rep. [Max Burns](#) of Georgia;
- Rep. [Sam Graves](#) of Missouri;
- Rep. [Steve Pearce](#) of New Mexico;
- Rep. [Mike Rogers](#) of Alabama;
- Rep. [Clay Shaw](#) of Florida; and
- Rep. [Heather Wilson](#) of New Mexico.

Dixon/Davis Media Group produced the spots, and *Roll Call* [reported](#) that the buy is at "a 'sufficient' level to reach interested parties."

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

**Script of "Heather Wilson" (TV)**



**WOMAN:** End Medicare as we know it. That's what a Republican leader in Congress bragged they wanted to do.

*(On screen: Source: MSNBC.com, 6/25/03)*

And Heather Wilson cast the deciding vote to do just that.

*(On screen: Source: HR 1, Roll Call #332, 6/27/03)*

Heather Wilson supports a prescription drug plan that pushes seniors into HMOs and insurance companies.

*(On screen: Source: New York Times, 6/28/03)*

The Republican plan has no limits on premiums and a massive gap in coverage that will still cost many seniors thousands.

*(On screen: Source: CQ Weekly, 7/5/03)*

Those are the facts and why the Democratic Congressional Campaign Committee is responsible for the contents of this advertising.

*(On screen: The Democratic Congressional Campaign Committee Is Responsible For The Content Of This Advertising. Paid For By The Democratic Congressional Campaign Committee. Not Authorized By Any Candidate Or Candidate's Committee. [www.dccc.org](http://www.dccc.org))*

To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).

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2003 POLITICAL ADS

## Helvey Repeats Disdain For Job Losses

By [Meg Kinnard](#), NationalJournal.com  
© National Journal Group Inc.  
Friday, Dec. 19, 2003



[Click Here To See  
RealVideo™ Of  
"Diner"](#)

North Carolina banker **Jay Helvey** (R) reiterates his stance against "unfair imports" in a new ad promoting his 5th District congressional bid.

[More On This  
Race  
Previous Ads  
Tip Sheet](#)

Helvey addresses viewers from a Statesville, N.C., diner, saying that "back when the mill was open, the line for this place was out the door." Area buildings with "For Lease" and "For Sale" signs appear on screen as Helvey says that "countries like China started cheating working families out of their jobs," causing the mill to shut down. This hurt not just local businesses but "the whole town," he says. Helvey says voters should elect him so he can fight to "keep jobs in North Carolina and build for a bright future."

Helvey political director **Todd Poole** said "Diner" began airing in the Winston-Salem/Greensboro market on Tuesday and may be seen on both broadcast and cable stations throughout the 5th District's 12 counties. Scott Howell & Company produced the spot.

Poole also noted that the campaign's ["Jobs"](#) radio spot is still on the air. That commercial, along with a previous Helvey TV ad, also railed against the overseas loss of North Carolina jobs and area factory closings.

Surry County Commissioner **Jim Harrell** (D) also announced his candidacy for this seat, which has been rated by the *Cook Political Report* as solidly Republican. Current Rep. [Richard Burr](#) (R) is pursuing a bid for the state's open [Senate seat](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Diner" (TV)

*(On screen: Paid For By Helvey For Congress)*

**JAY HELVEY** [to diner waitress]: Thank you, Gayle. Back when the mill was open, the line for this place was out the door. Then countries like China started cheating working families out of their jobs.

*(On screen: [www.HelveyforCongress.com](http://www.HelveyforCongress.com))*

And when the mill shut down, it hurt the hardware store, the movie theater -- the whole town. That's just not right.

I'm Jay Helvey, and I approve this ad so I can go to Congress to fight unfair imports, to keep jobs in North Carolina and build for a bright future.

*(On screen: Jay Helvey; U.S. Congress)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## Helvey Laments Job Losses For N.C.-05

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Wednesday, Dec. 10, 2003

In a pair of ads for his 5th District [congressional bid](#), North Carolina banker **Jay Helvey** (R) decries what he calls "unfair" trade practices and calls for an end to the "cheating" he claims has cost workers in his state their jobs.

In "Day's Work," Helvey walks around an empty factory, which he says "once symbolized everything right with America: a day's work for a day's pay, a quality product at a fair price." The workers there "were cheated out of their jobs by unfair imports from countries like China," he notes, losing out when "their jobs went overseas." In closing, Helvey says he wants to "keep North Carolina jobs in North Carolina."

Helvey's radio commercial, "Jobs," echoes many of the same themes. Again decrying the overseas shift of work opportunities, the candidate says he wants to "throw out" unfair trade agreements and stop countries who poach jobs. He closes the spot by avowing a desire to "build for a bright future" for North Carolina workers.

Helvey political director **Todd Poole** said "Day's Work" has been running in the Greensboro area since Nov. 29, while "Jobs" went on the air Dec. 5. Both spots were produced by Scott Howell & Company.

Helvey is not the only candidate to hit the airwaves in this race. Before [dropping out](#) of the race in mid-November, attorney **Jim Snyder** (R) went [on the air](#) in August shaming Democratic White House hopefuls and "the liberal media" for having "the nerve to denigrate the great achievements of President Bush." Snyder, who is now running for lieutenant governor, has endorsed 5th District candidate **Ed Broyhill** (R).

As of yet, no Democratic candidate has stepped forward in this race, which has been rated by the *Cook Political Report* as a solid Republican seat. Current Rep. [Richard Burr](#) (R) has announced his candidacy for North Carolina's open [Senate seat](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

[Script of "Day's Work" \(TV\)](#)



[Click Here To See  
RealVideo™ Of  
"Day's Work"](#)



[Click Here To  
Hear RealAudio™  
Of "Jobs"](#)

**More On This  
Race**  
[Previous Ads](#)  
[Tip Sheet](#)

**JAY HELVEY:** This place once symbolized everything right with America: a day's work for a day's pay, a quality product at a fair price.

*(On screen: [www.HelveyforCongress.com](http://www.HelveyforCongress.com))*

So what happened? The people here were cheated out of their jobs by unfair imports from countries like China. Their jobs went overseas; their hopes and dreams went, too. That's just not right.

*(On screen: Paid For By Helvey For Congress)*

I'm Jay Helvey, and I approve this message because I want to stop the cheating and keep North Carolina jobs in North Carolina.

*(On screen: Jay Helvey; U.S. Congress)*

### Script of "Jobs" (Radio)

**ANNOUNCER:** And now, a conservative minute with Jay Helvey, candidate for United States Congress.

**JAY HELVEY:** There are too many empty factories in North Carolina, places that once symbolized everything right about America: a day's work for a day's pay, a quality product at a fair price.

So what happened? The people who worked at these factories were cheated out of their jobs by unfair imports from countries like China. They worked hard, paid their taxes -- everything you're supposed to do. Their jobs were sold overseas, and their hopes and dreams were sold, too. If we have trade agreements that let people cheat, let's throw out those agreements. If countries are cheating, let's stop them.

I'm Jay Helvey. My campaign approved and paid for this message because I want to stop the cheating and build for a bright future by keeping North Carolina jobs in North Carolina.

**ANNOUNCER:** This has been a conservative minute with Jay Helvey, candidate for United States Congress.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## N.C.-05's Snyder Praises Bush, Scorns Gore

By [Meg Kinnard](#), NationalJournal.com

© National Journal Group Inc.

Friday, Aug. 22, 2003



[Click Here To See  
RealVideo™ Of  
"Freedom"](#)

Attorney **Jim Snyder** (R) this month got an on-air head start in North Carolina's 5th District with a TV spot that lauds **President Bush's** defense of "American values."

Snyder, who vied for the [Republican Senate nomination](#) in 2002, tells viewers: "I'm offended that the Democrat presidential candidates and the liberal media have the nerve to denigrate the great achievements of President Bush. Well, just imagine if **Al Gore** were president." Snyder adds that he is proud Bush "has the courage to defend freedom, democracy and American values."

A spokesman for the campaign said that **Jay Warshaw** of Raleigh-based Consensus Strategies Inc. produced the spot, which began airing in early August. The spot is still on the air in two North Carolina markets -- Charlotte and Greensboro -- as well as in Bristol, Tenn.

Rep. [Richard Burr](#), R-N.C., who currently represents the 5th District, has announced his candidacy in next year's [North Carolina Senate race](#).

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### Script of "Freedom" (TV)

*(On screen: Jim Snyder; Conservative for Congress)*

**JIM SNYDER:** I'm Jim Snyder. Like you, I'm offended that the Democrat presidential candidates and the liberal media have the nerve to denigrate the great achievements of President Bush.

*(On screen: Jim Snyder for Congress; [www.SnyderforCongress.org](http://www.SnyderforCongress.org))*

Well, just imagine if Al Gore were president. I'm proud President Bush has the courage to defend freedom, democracy and American values. I'm Jim Snyder. And I'm proud to authorize this ad.

**ANNOUNCER** [v/o]: Jim Snyder. The only true conservative for Congress.

*(On screen: Jim Snyder; Conservative for Congress; Paid for by Snyder for Congress; Cindy Venable, Treasurer)*

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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2003 POLITICAL ADS

## **Ryan Defends Against Divorce Reports**

By [Mark H. Rodeffer](#), NationalJournal.com

© National Journal Group Inc.

Tuesday, Aug. 19, 2003



[Click Here To See  
RealVideo™ Of  
"Unforgivable"](#)

Responding to news reports that he ignored child support orders and that this ex-wife filed a protective order against him in the early 1990s, GOP congressional candidate **Frank Ryan** took to the airwaves in Pennsylvania's 17th District last week to defend himself.

Ryan says in the spot that his campaign had "been going great" until "an opponent gave the press private information about a painful divorce my family endured years ago." He continues: "They even leaked the confidential psychological evaluation of my children. I have turned this alleged criminal action over to the authorities."

Ryan pledges to stay in the race -- saying, "dropping out would be like giving in to a terrorist" -- and focus "on issues that affect us all," such as Iraq, health care and Social Security. He concludes the commercial by telling listeners that while "we all make mistakes," he has learned from his experience and it "will make me an even better congressman."

A spokesman for Brabender Cox, Ryan's media consultant, said the ad began airing Friday in the Harrisburg market, which covers most of the 17th District. The spokesman said the campaign had not yet determined how long the ad would stay on the air or the total budget for the spot.

On Aug. 8, the Harrisburg *Patriot-News* [reported](#) that after initially throwing their support to Ryan, party leaders now want him to drop his campaign because of the divorce revelations.

Rep. [Tim Holden](#) (D), who defeated then-Rep. **George Gekas** (R) in an incumbent versus incumbent [matchup](#) last fall, currently represents the 17th District.

[Ad Spotlight](#) has the latest commercials from the 2003 and 2004 campaigns, issue/advocacy groups and [searchable archives](#) dating back to 1997.

### **Script of "Unforgivable" (Radio)**

**FRANK RYAN:** I'm Frank Ryan. Six months ago, I made one of the most important decisions of my life. I decided to run for Congress. Things have been going great -- I

received support from seniors and hard-working families, and more contributions than any other Republican.

Then something unforgivable happened. An opponent gave the press private information about a painful divorce my family endured years ago. They even leaked the confidential psychological evaluation of my children. I have turned this alleged criminal action over to the authorities. The intent of their smear campaign was clear -- to get me to withdraw from the race.

I can assure you this decorated Marine doesn't quit that easily. Dropping out would be like giving in to a terrorist. Other candidates can spread threats and lies, but I'm focused on issues that affect us all. Our troops are in Iraq, and our health care and Social Security systems are broken. My campaign is about serious solutions to serious problems.

We all make mistakes. Not all marriages end happily. I've learned from my experience. I know what will make me an even better congressman. This is Frank Ryan, and I've authorized every word of this message.

Paid for by friends of Frank Ryan.

*To view the ad, you will need a current version of RealPlayer™, which is available for free from the [Progressive Networks Web site](#).*

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